

# *The* AUTHOR & JOURNALIST

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JUNE



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1936

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By RICHARD TOOKER

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## Checks and Rejections

Letters to the Editor—Comments—a

Forum for Writers



### MORE ON REPRINTS

A well-known former editor and now authors' agent has some further worth-while thoughts on the subject of reprint magazines as brought up last month by William MacLeod Raine.

Dear Hawkins:

I have just read the May issue of the A. & J., and I want to take my hat off right away to doughty old Wm. MacLeod Raine. In fact, I'm taking it off twice. Once because he's written what he has about the evil of the reprint magazines, and once because he's man enough to come out and admit he's made mistakes along these lines himself.

Having seen the effects of the reprint magazines on the first-print publications when I was on the Doubleday magazines, and also since then as an agent, I thoroughly agree with Raine. I have discussed this thing with editors, publishers, and writers, and all of the far-sighted ones likewise agree. One publisher who has done some reprinting himself in his time said frankly that it was bad business, but that he had been forced to do it to combat the reprints that were being put out by rival houses. He likewise said that it was obviously damaging to the first-print magazines in his line, and that he would be tickled to death to kill 'em if all the other publishers would. And I'm sure he was honest in his statement.

This publisher, who never pays less than a cent on acceptance for anything he uses, was eminently fair. He had no desire to stifle competition as long as he thought it was honest. He had no kick at all on a new publisher without much cash starting in and buying material at half a cent a word, even, as long as he bought new material. That's fair play and it is American, and I'm for it. Let the little guy have his chance—all the big guys were little ones once.

In my capacity as agent I have not allowed a single reprint sale to be made through this house. If any of my authors' magazine stories got into reprint it was against my knowledge. I am sorry to say that some other agents have sold their authors down the river in the reprint fashion. But while I am about it I want to clarify one matter that seems to have caused some misconception among authors in this reprint business. This is in connection with Doubleday-Doran & Co.

Quite a lot of reprint sales have been made through that house. But they were made by the syndicate department, an entirely distinct department from the magazine department and trade book department. And I am absolutely sure that they must have been made over the bitter protest of Mr. Harry E. Maule of the magazine and trade book department, unless Mr. Maule has changed radically from his opinions when I knew and worked with him. Ever since this reprint shadow came over the horizon Mr. Maule has recognized its threat to the authors, and I heartily endorse Raine's statements in regard to Mr. Maule.

In regard to a basic minimum for new material, the Fiction Guild once advocated a code forbidding rates of less than a cent a word. I am opposed to that, because I do not believe in the monopoly that would give the big publishers who once started at these rates and even less but who now have the money to freeze out new and ambitious firms. I'd a darned sight rather sell an author's new material at half a cent a word than sell a reprint by that same author at a cent a word (though I don't know any of the reprint mags that are being that generous). The reason again is a matter of fairness.

In the first place you don't see many of the reprint mags buying reprints from unknown authors. No, they go for the biggest names they can get. For two reasons. First, because they figure to pick up some of the reader following that that author made by his stories in big, nationally known magazines. They may change the title of the story, but I don't notice them changing the author's name. Secondly, they can get better stories than if they bought from unknowns, because the big author made his name big by turning out crack stories. In either case the reprint magazine is buying, at a fraction of the going price, not only the story, but the following that that big, nationally known magazine helped to create—and which it paid big money for.

But half a cent for new material is quite a different sort of horse. In the first place, with thirty or forty magazines paying a minimum of 1 cent a word, it is only the rejects that the half-cent publisher gets, as a rule. And stories that have been turned down by all the 1-cent magazines generally are not worth more than half a cent.

To be quite fair to some of the smaller paying magazines I want to state, however, that some of their material even by fairly well-known names is first-hand material, not

rejects. They have arrangements by which these authors can draw ready cash at stated times against stories written or being written, and the author may cannily elect to take the certain "bird in the hand" in preference to the doubtful two in the bush.

I'd also like to distinguish between the reprinting of an serialized book and the reprinting of a magazine story. At the time of the National Code I went to Washington to help fight the book publishers' code which would have forbidden a book to be printed in any magazine either before or after book publication in less than three separate installments. The Fiction Guild fought it, the Author's League fought it, and practically all the better agents fought it. Because the author's right to sell to a magazine as a "serial right" is a distinct right as apart from book publication. God knows in these days a book author makes little enough from book sales; if he can increase his income to a near living-wage by selling to a magazine also, I'm all for it.

If the magazine sale cut in on the book sale, I might feel differently. But I do not believe that the public which pays 10 or 15 cents for a pulp magazine is the same public that is willing to go up to a bookstore and plunk down two bucks for a cloth-bound book. Certainly figures and statistics were brought out at that Washington code meeting that substantiated my belief. The book sales on a number of stories that had previously been published as magazine "complete novels" were placed in evidence, and in every case the book that had appeared complete in magazines had outsold other books by that same author that had not appeared in a magazine!

Having been an author myself—still am, in fact, sometimes—I can see the author's point of view as well as the editor's and publisher's. And in these times of stress I know that cases must be judged individually and not collectively. Some of these authors that have sold reprint rights have been literally up against it for something to eat and the next month's rent. The same goes for some of the authors selling to the half-cent markets. But I do hope that every author who can possibly evade starvation and the sheriff will protect his better markets by refusing to sell his reprint rights.

But, friend Raine, while you're about it you can do something else to help along the cause. Because recently I received from one of my author clients a letter from an agent asking him to sell reprint rights on his stories, "for which he had a good market." That letter advanced the nice argument that this client of mine might as well pick up the money, because this agent had been able to make reprint sales arrangements with such big authors as Raine, Tuttle, Robertson, etc., etc.

Well, I knew that letter was fishy as blazes, because W. C. Tuttle sells through this office and I knew I hadn't authorized any reprint sale. And I knew old W. C. Tuttle loves reprint mags just as much as he does sidewinders. I wired W. C. and we ran down the matter.

That agent had got hold of some Tuttle stories, all right, but it was through a source that for years had been selling Tuttle's published stories to newspapers and other syndicates—something quite outside the magazine field. And Tuttle had no idea those stories were intended for other than newspaper publication. Between us we did some hot telephoning and telegraphing and nickered that business in the bud. We couldn't recall the sales that had already slipped through, but we sure as blazes plugged that hole against any more slipping through! And any of you authors that have been getting letters stating that W. C. Tuttle is selling reprint rights to reprint magazines—well, you know now!

Sincerely,  
ROY de S. HORN.

### A "FOLLOW-UP" FROM HOLLYWOOD

Lottie Perkins has been favored with a further communication from Hollywood Publishers, since the correspondence reported in our May issue. Her story, "The Magnanimous Sacrifice," was so outstandingly good, it seems that it merited special consideration. The fact that the letter is multigraphed suggests that perhaps Lottie was not alone in receiving a new contract allowing her to pay the \$21 required for "servicing" her manuscript in three installments. At any rate, here are some few choice paragraphs from the letter addressed to her in her new role as "Henrietta Gleed."

Dear Mrs. Gleed:

You have disappointed me keenly.

Being the Scenario Editor, I am perhaps to blame for not clearly writing you about the possibilities of your story for which I had big hopes of helping you to sell to the movies as a scenario for one of Hollywood's Stars.

With production of Talking Pictures constantly held up for lack of stories—actors, directors, and technical staffs on big salaries—there is truly a golden opportunity for you to perhaps become a successful Hollywood scenarist.

(Continued on page 9)

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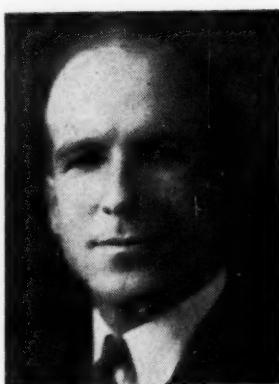
# THE AUTHOR & JOURNALIST

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## WRITING THE TERROR-MYSTERY STORY

. . . By RICHARD TOOKER



Richard Tooker

THERE is an increasing demand at present for the terror-mystery story, which promises to extend to all the detective-mystery books. As this type of story is rather closely allied to the weird tale and the pseudo-science story, comparatively few writers are inclined or able to write it.

The terror tale requires a fertile fund of knowledge concerning curious and forbidden things. One should know his Cotton Mather, his Freud, and a snatch of the "Popul-Vuh" of the Quiches. A generous preparation in such pedantic knowledge must be combined with a terse action style and the plot tricks of the detective-mystery story, to which class the terror-mystery tale really belongs.

A fearful menace, apparently due to supernatural agencies, must terrify the characters (and the reader but not the writer) at the start, but the climax must demonstrate convincingly that the menace was natural after all.

These stories may look easy to most skilful writers, but there is a stumbling block over which many of them trip. It is the trick of

Mr. Tooker's first and latest stories have been weird. At 15 he wrote his first, a novella published in *Weird Tales*. His latest is a thriller for *Thrilling Mystery*. In between he has been associate editor of Fawcett Publications and a reporter for the Minneapolis Journal. He is author of several books, notably a weird novel of prehistoric man, "The Day of the Brown Horde." He writes in the heart of the weird Arizona desert in the city of the bird that rose from its ashes—Phoenix.

making natural agencies look supernatural and terrible beyond credence.

To accomplish this the writer should preferably be immune to terror of the supernatural. If he isn't, he's likely to scare himself to death, especially if he writes at night. It is a job for good nerves and a thoroughly debunked intelligence.

There may be exceptions to this rule, but it will be found generally true that only a mind unaffected by its materials can use them effectively to induce in the reader a genuine thrill of horror or terror, which, in analysis, is intensely sadistic.

The formulas are rapidly becoming classified into taboos. It is unwise for the writer new in this field to use as his theme a mad doctor or a vampire as the menace. Monsters, also, are becoming trite as material for the horror menace. That is, real monsters.

One plot will probably be used for some time yet in many successful terror tales, with infinite variations, even to telling it backwards.

A young man is on his way at night to a lonely house concerning which dark reports have been circulated. A girl who means much to him has called on him for help. Her message hints at hideous things beyond endurance.

He is waylaid on the road by frightful creatures (hooded fanatics, dope fiends, men disguised as monsters, or simply brutal murderers). Captured, he is taken to a weird den where he finds the girl already captured and about to be

horribly tortured after strange rites or other magical mummery.

By some ingenious method or pre-established aid, he escapes in time to save the girl from torture, the motives for which may be religious fanaticism, pure sadism, an attempt to get a secret from her, inheritance succession, jealousy, etc.

He may be assisted in besting the monsters by a character (the girl's uncle, perhaps) who has at first been under suspicion. As in any mystery story, the more characters under suspicion the better the plot, but the terror overtone is more important than plot complexity.

As in most writing of fiction, the plotting is simple enough. It is the original variations of setting and motivation that require study, as well as the atmosphere created to one end. Every phase of description, every snatch of dialogue, should contribute to the illusion of the unreal being fearfully real.

Your hero (or heroine) isn't superstitious. He's a normal man, not particularly a coward. But he can't help being terrified by the apparently incredible experiences.

Here is how Paul Ernst does it in "The Mummy Maker" (*March Terror Tales*). He starts out with a very human characterization of a pretty girl, and then:

"But there was nothing brisk or assumed in Sherry's mind as she walked along the dark half-block from the boulevard to the Egyptian Museum! . . . She hated the place—and feared it."

Later ". . . black logic brought despair . . . a mask of murder, with red-flecked eyes glaring out of it . . . 'Oh, God, what is happening?' . . . lips blanched and still . . . motionless eyeballs . . ."

And in italics, a paragraph by itself . . . "*Something was in that dark room with her!*"

In *Thrilling Mystery* for March, Hugh B. Cave's "The Twisted Men" reveals the first-person terror tale at or near its best . . . "A peal of mad laughter pursued him into the night . . . a shut door loomed in shadows beside her . . . It was dark here, and the shape was a human thing, wriggling sluggishly along the ground . . . his body humped and contorted and horrible."

Cave's phrases are especially livid. He gets atmosphere with goosey bits like "agony mist," "corpse-creature," "retching face," "screeching curses," "shrieking heap."

Don't copy phrases of other writers! Invent ghoulish figures of your own after studying the models. Your vigor of originality will decide your merit.

The ghostly atmosphere, the bestial motivations of the conflict characters, must at all

times be explainable on natural grounds. Yet during the action, before the mystery is solved, they must appear to be the supernatural, existing in defiance of all reason.

The terror-mystery story differs from the weird story in this important essential—the weird tale accepts the supernatural without explaining it—the terror-mystery story creates the illusion of the supernatural that can be and is explained on natural grounds.

It will not be easy at first to confine horror-inciting incidents and details to devices that can be convincingly explained after the climax. You must not have one of your "ghosts" actually pass through a keyhole, because you probably can't explain it convincingly (if you can that's a story!). But the conflict characters must do things just as terrorizing and inexplicable before the facts are known. Moreover, you can't use Rube Goldberg gadgets in explaining the incredible incidents.

Ideas for terror-menace are found in witchcraft, religious fanaticism, insanity, sadistic perversions, ingenious methods of murder for special revenge, cannibalism, black magic, mesmerism, unusual conceptions of haunts, etc. All permeated with the subtly built-up imaginings of the characters involved.

Sex must usually be inferred, except for *Spicy Mystery* and *Mystery Adventure Magazine*, for which markets it should be emphasized and handled suggestively. For the leading markets a heroine threatened with a sex crime must appear to be in peril of having her heart torn out, or something similar. *Weird Tales*, however, has recently announced that it will use an occasional weird story based on sex.

Considerable pseudo-science may be employed in explaining motives. But it must be credible on the basis of present-day knowledge. No future stories or stories of far planets.

The terror-mystery story differs from the pseudo-science story in that science is not an end in itself, to which the characters contribute by humanizing, but is secondary to the dramatic action of the terrorized hero and heroine.

The modern trend of the detective story is decidedly toward the terror-mystery angle. Stories predominantly, and often purely, terror-mystery are found in almost all the detective books, even to Street & Smith's *Detective Story*. The old action, robbery, death-peril menace seems not enough for modern pulp readers. They want horrible, unnatural crimes, the terror menace that verges at times on the disgusting and revolting.

Popular Publications at present offers the highest paying and largest market for the terror-mystery tale, with *Dime Mystery*, *Terror Tales*, and *Horror Stories*.

Next is the Thrilling Group with *Thrilling Mystery*.

Others are *Spicy Mystery* (strong sex slant), *Mystery Novels*, and *Mystery Adventure Magazine* (also sex slant).

*Weird Tales* can hardly be included, since it features the supernatural accepted without explanation. But outstanding pieces may be welcome here.

Lengths up to 10,000 words are the easiest for the beginner to sell. Popular Publications uses them up to 17,000 words.

Any detective book is a prospect if your hero is a detective and your crime-plot thick. A little less supernatural illusion for the detective books.

Paul Ernst, Arthur Leo Zagat, Hugh B. Cave, and Arthur J. Burks are among the headliners whose work should be studied for the trick of creating weird atmosphere which can be logically explained.

You can write them probably if they do not scare you to death in process. They have one rather obvious significance in the evolution of our thrill literature—our pulp readers are becoming sophisticated or hard. It takes more than the business end of a gun barrel to get a thrill out of the modern pulp consumer.

They can "take it" like doctors doing a major operation!

## I WROTE MY WAY TO EUROPE

. . . By HAROLD S. KAHM



Harold S. Kahlm

RECENTLY I returned from a wonderful trip to Europe and made the pleasant discovery that the trip had netted me something like four hundred dollars, over and above all expenses. I had set out originally with the idea of getting enough assignments to be done over there to reimburse me for the cost of the trip, because otherwise I wouldn't have been able to afford it. It isn't much fun to sink one's last piaster into a European trip and come home broke.

It's funny how things happen. For several years I had been a collector of steamship folders. I believe I could have been jailed for obtaining steamship literature under false pretenses, because I had no more chance (so I thought) of booking passage than of doing a solo flight to Paris. In fact, the latter plan seemed more feasible; one can get backers for that sort of transportation.

Then one day while I was in New York (last spring, in fact) it occurred to me that I was, after all, a free-lance writer and that I should be able to write enough material to pay my way across the sea and back. I could write interesting articles about everything I saw and did. I

Here is a list of the articles resulting from one trip to Europe, as described by Mr. Kahlm in the article herewith. The dates of publication had not been determined in all cases at the time (last fall), when the article was received from Mr. Kahlm.

"First Crossing"—a first person travel story—*Movie Classic*, September, 1935.

"The Ten Best-Dressed Women in the World," (Interview with Molyneaux) *Movie Classic*.

"Dining in Dutch"—article on Dutch cuisine—*Town & Country*.

Article on International Flower Show at Heemstede—*Town & Country*, in March, 1936.

"Grocery Stores in France"—*Progressive Grocer*.

"How to be Chic on a Small Income," (Interview with Mme. Schiaparelli.) Macfadden Co., to be published in *Movie Mirror* or *Photoplay*.

"A Low-Cost Trip to Europe"—*American Boy*.

"I Wrote My Way to Europe"—*The Author & Journalist*.

could begin with the boat itself—interviewing the Captain on some interesting phase of ocean travel.

I had this idea vaguely in the back of my mind one afternoon while I was walking down lower Broadway, near the Battery. I happened to pass the offices of the Holland-America Line and as usual gave way to my impulse to filch steamship folders. (It costs nothing to dream!) In I went and noticed that they were having a

special round trip rate of \$120, Third Class, to Rotterdam. I don't know what made me do it; I sought out an official and told him I was contemplating a writing-trip to Europe and wanted to know if it would be possible to interview the captain of the boat.

The reply was cordially affirmative, and then there followed a grand suggestion. "Why not write some articles about Holland?" he said. "The Flora show, for instance. It's held once every ten years and it'll be open in about three weeks." Of course, at the moment I didn't realize that it was a grand suggestion. I thanked him and said I would think about it.

I did think about it, and I decided the idea had plenty of merit. I wrote letters to a few magazines stating that I was going to Holland and would they be interested in an article on the great tulip show? The editor of a famous society magazine sent me a note asking to call and talk to him about it. I came, I talked, and came out of his office with two assignments—one calling for an article on the tulip show, another on Dutch cuisine.

Well! That took care of that! I immediately began sending out letters right and left to every editor I had ever done business with in the past, stating that I was sailing for Europe April 20th on the *Veendam* and would they be interested in this or that article? The result of this campaign was gratifying in the extreme. I received some assignments, and several expressions of interest. One of my most interesting assignments resulted in an interview with Molyneaux, the famous dressmaker, in Paris for a movie magazine on the subject of "*The Ten Best-Dressed Women in the World*". A national grocery-trade journal wanted interesting items about grocery stores in France. A confession magazine wanted an interview with Yvonne Vallee, former wife of Maurice Chevalier. Still another movie magazine was interested in a story on Schiaparelli, the dressmaker, and also the former home-life of Maurice Chevalier. A toy trade journal in Chicago wanted an article on toy merchandising in Paris.

I figured up the cost of my trip and found that it would come to about \$350, approximately, including all expenses. The total value of my assignments came to something like \$900. Naturally I realized that some of my stuff would fail to click for one reason or another. I might not be able to obtain all of the interviews I required. As it happened, I succeeded in getting all of the interviews, but one of them slipped up with a crash; before I could return with the story of Yvonne Vallee, her former husband, the great Chevalier, decided to quit

the American scene cold and returned to France, so that the magazine felt that the public would not be sufficiently interested in his past affairs. That squelched the Vallee interview, but at least I had a grand time talking to her, and lounging in her gorgeous apartment. (Some fun, hey keed?)

The steamship officials cooperated with me beautifully, and even had the chef on the *Veendam* prepare some special Dutch dishes for me in order to give me a first-hand idea for my article on cuisine. In Europe I was treated with great cordiality everywhere I went and had no difficulty in obtaining necessary interviews. When I finally returned home (reluctantly) I found myself several hundred dollars richer than I was before I thought of gratifying my lifelong desire.

There is no great secret about my success in making a trip to Europe pay handsomely for itself; any established free-lance writer can do it. Here is the system: Send out letters to every magazine you've ever done any work for, or those you'd like to write for, and make suggestions for articles to be done in Europe. But be sure to state that you are definitely going to Europe, if possible, naming the approximate sailing date. That's what I did. It arouses the editor's interest to a higher pitch than if you merely say that you are *thinking* about a trip to Europe.

Almost any class or type of magazine is a prospect for material written in Europe, from trade journals to the slicks. Whatever your accustomed field is, you can get a trip to Europe out of it. The important thing is to send out enough letters and make your suggestions for articles as interesting as possible to the editor, and be careful to slant your ideas to fit the magazine, in each case. Once in Europe you will have little difficulty in getting your stories; writers are treated with great courtesy, and you don't have to know any language other than English.

Incidentally, don't be afraid to travel Third Class; it's thoroughly clean and comfortable, and food is served with a flourish six times a day, not to mention concerts, dances, talking pictures, deck sports and a good library—all free.

One more thing: Each editor who gives you assignments will supply you, upon request, with the "To whom it may concern" type letters of identification, or introduction. These letters, although not essential, are very helpful and beneficial; the Europeans go for them in a big way.

# JUVENILE STORIES—THEN AND NOW

. . . By DENNIS H. STOVALL



Dennis H. Stovall

A MONG my cherished "keep-sakes" is a faded clipping of the first story I sold to Boys' World, of the David C. Cook Company, in the summer of 1905. It was "written around" a picture—the printed copy of an illustration—sent me by D. C. Cook, Sr. Since that fateful day, more than a thousand stories and serials, ground from my ratty old mill, have been favored by acceptance from the "House of Cook." Twice this number more have found publication in other Sunday School fiction papers, and periodicals for youth. The old mill still grinds—and no doubt will keep grinding as long as this scribbler can see the keys, or click off the words by the hunt-and-peck system.

It's a grand game—if you don't weaken. And few of us do, once we get started on the colorful trail to Somewhere.

Not a single editor who accepted my first tales, thirty years ago, is on the job now, yet there are a few who went out into high places in the literary world. Quite a number have passed on to their Great Reward, leaving behind them ideals and standards which their successors are diligently striving to attain. The thirty years, both for editors and writers, have been a period of constant growth, and of steady advancement. It is a notable fact that a very small number of the established fiction publications for youth in this country have gone out of existence during the last quarter century. Some have changed their names, their forms, and make-up, but they are the product of the same splendid concerns, and cater to the same age groups.

Certain quite definite policies, however, have remained unaltered: These are as fixed as the laws of the Medes and the Persians, because they represent the basic principles of all our so-called "character-building" publications. But I

Mr. Stovall may well claim to be a veteran among veterans in the juvenile writing field. Many now successful writers read his yarns in their childhood—and their children are reading them now.

learned, as a writer, years and years ago, that each editor or publisher has a distinct set of "character rules." These are the "must nots" of his or her particular paper.

For instance, Mr. D. C. Cook, Sr., long ago laid down the rigid, yet by no means limited, declaration that the stories for his publications should contain no reference to the theater, card playing, smoking, drinking, gambling, or crime, when such reference, even by hint or innuendo, might unintentionally glorify. That rule still holds. His successors have continued faithfully to uphold the unchanging standard. But they place no restriction on the ever-broadening range of achievement, courage, glamor and romance with which all real and worth-while human purpose are filled.

Almost thirty years ago, when I sold my first story to *The American Boy*, Mr. Sprague, the editor and likewise the founder of this virile, red-blooded magazine for boys, wrote me to the effect that his publication would never glorify war, crime, or contain "a single line of slushy sentimentality." Girls would be kept out of its pages as much as possible, and a constant ban be put on liquor.

The most notable change in all juvenile publications during the last two or three decades is that they no longer are "juveniles." As a matter of fact, there is no longer an actual juvenile story, unless it be the one written for the "wee tot" readers of from six to nine. Such stories are seldom longer than a thousand words, and in technique and treatment are the most difficult of all stories to write. They require an absolute knowledge of child psychology and child nature. I never have been able to do them—at least, not many of them.

Another noticeable change has been the introduction of the love theme—of clean romance—in stories for young people, for such publications as *Young People's Weekly*, of the D. C. Cook line; *Young People*, of the American Baptist; *Challenge*, of the Southern Baptist house; and *Classmate*, of the Methodist Book Concern. But there can, of course, be no reference to sex, no lurid or suggestive situations.

In the old days we had to keep our male and female characters on a sort of hallowed, brother-and-sister plane. Never could we allow them to hold hands or look goo-goo at each other. They

can't do it now unless we have them act in a natural, perfectly human way.

"Wise-cracking" would have ruined any story ten or fifteen years ago, for the Sunday School publications. It's okay now, provided it is in keeping with your tale. Bringing it in, just to make the characters seem "smart," won't pull any chestnuts with the editor.

Still another quite notable change has been the marked line drawn between the publication for boys, and that for girls. And the far more virile type of story demanded for girls. No doubt this has been due to the influence of the Girl Scouts, Campfire Girls and their respective magazines, such as *The American Girl, Trail*, and *Queen's Gardens*. The readers of these distinctive girls' papers are not the sheltered, pampered, and closely guarded creatures of grandmother's time. They engage in the same sports, and enjoy the same outdoor pursuits—camping, hiking, rowing and swimming—that formerly were the sole privileges of their brothers. The stories they demand must be of the same red-blooded type—of adventure, action, dramatic suspense, achievement and purpose.

In the four classifications of "juvenile" publications, just the first one, previously mentioned, can really be called a "kid's paper." Even with this one there can be no "writing down." Characters must always be two to four years older than the readers of the story. No ambitious, normal-minded boy or girl, young man or young woman, cares a rap for a "juvenile" hero.

Last, but by no means least—another change, and this in the matter of payment: Time was when the poor, struggling writer was lucky to get two to four dollars for his accepted tale. Rates were entirely too low down on the scale to be counted by the word—except with a few outstanding publishers. Rarely was a rate of

five dollars a thousand paid. Not many get below this scale now, and several allow established writers as much as two cents a word. But you can mark it down—the stories that bring the top rate are good.

In fact, slipshod, carelessly done stories no longer pass with any of the publications for youth. I do not infer by this statement that poor stuff ever did find favor with them. They accepted many inferior tales in years gone by because they could not get better ones. That rule no longer holds. Unless the writer can produce high-grade material, for submission to what he thinks are "juveniles," he is wasting his time and throwing away good postage stamps.

Mr. D. C. Cook, Jr., no doubt one of the ablest publishers and editors in the youth field this country ever has known, once told me that the greatest joy of his life was to discover among the vast deluge of manuscripts he read every month, a story that throbbed with the red blood of human interest. Invariably he took the time to write a personal letter to the author—especially if the maker of the tale was a beginner. Countless men and women, who reached the pinnacles of success in the writing game, received their first lines of hope and inspiration from D. C. Cook, Jr. Other editors have become immortals on the same glory road—if we scribblers are left to make the selection: John T. Faris, who for "almost thirty years" has occupied the magazine editor's chair in the Presbyterian Board of Christian Publication; Alfred Moore and Wilma McFarland, of the Methodist publications.

Many of the editors who helped me have gone on. Possibly, reading so many of my yarns hastened their going. I truly hope not. Anyhow, they carried with them the everlasting gratitude of at least one poor scribbler.

## THIRTY-THREE REASONS FOR REJECTION

By THE D. C. COOK COMPANY

**T**HE David C. Cook Publishing Company, Elgin, Ill., has recently adopted an "Editorial Criticism Slip," instead of the familiar rejection slip. On it are listed thirty-three reasons why a manuscript may fail to win acceptance. The list, which could well apply in part to manuscripts submitted to any market, is as follows:

1. No vital message is carried to the reader.
2. The lesson of the story is too evident to the reader.
3. Your story is an adventure incident rather than a short story. It does not have sufficient plot, complication and denouement.
4. The theme is one frequently used; or, we have received too many stories of this type, such as "rescue" and "good-for-evil" stories.
5. The action does not move quickly enough. The story has too much conversation or description.
6. Thrill, mystery and action are not sufficient to prove of interest to our readers.
7. Suspense and dramatic effect are lacking.
8. The reader's interest is not centered in one or two characters with whom he identifies himself; or the reader's interest is shifted to the real hero late in the story.
9. Instead of beginning in the midst of a thrilling situation with short explanation, the story opens with an introduction.
10. Events are lurid or melodramatic in nature. Stories should not involve crime, revolting situations, or deathbed scenes.
11. The story contains scientific or technical errors or misstatements.
12. Certain acts or situations are overdrawn, or seem implausible.
13. Important situations or events are not explained in a way to sound plausible or real to the reader.
14. Characters do not act (or speak) in a logical way under the conditions given.

15. Situations in the story are not made clear enough to the reader so that he will know just what took place.

16. The setting or background is hazy. Location and other details necessary to correct understanding and dramatic appreciation of the events that follow should be given.

17. Characters talk or act too young for their age.

18. Characters talk or act too old for their age.

19. Leading characters for Boys' World should be eighteen years of age.

20. Characters seem unreal.

21. Your story does not contain enough character conflict to meet our needs.

22. The solution to the story is too evident to the reader.

23. While a thrilling complication has been worked out, the denouement or conclusion is disappointing.

24. The story lacks unity. It is made up of several loosely connected events; or too much attention is given to a situation, event, description, etc., that should be subordinated to the main episode.

25. The story would require much revision for errors in construction and English.

26. A discouraging rather than helpful impression is left upon the reader. The teaching is negative.

27. The message is not in line with the young person's idea of justice and fair play.

28. The message is not in line with the experience of the average young person. It does not impress him as ringing true.

29. It is not a teen-age story. It brings in adult interests and motives. The real complications should grow out of occupations and interests normal to teen-agers.

30. Questionable topics are included, such as theater, stage, circus, movies, card playing, dancing, war, and crime.

31. We are well stocked at present with: stories; serials.

32. Stories should not be over 2,700 words in length; 2,500 preferred. Serials of four chapters wanted, each chapter 2,200 to 2,400 words in length.

33. The material is not seasonable. From four to six months are needed to prepare manuscript for publication.

To which list the editors recently added a thirty-fourth comment: "Characters should work out their own problems without help."

## CHECKS AND REJECTIONS

(Continued from page 2)

I, for one, firmly believe in you. I believe that the story you have written contains a good basic plot and other elements that have made stories of this kind so successful in the past as talking picture photoplays.

Since I have personally recommended your manuscript I feel that I share your interest in its future and to you and I pledge my best support in helping you to sell the material at the highest possible price.

But only you can make this possible! Your permission and your authorization to publish and copyright your story are necessary before it can go to the Story Editors for approval of filming. Copyright is REQUIRED on all stories. This is a legal protection you deserve, and a necessary consideration to the producers. . . .

The Sales Department is waiting for your answer and it is up to you now. I do hope you have become convinced to give your story a try in Hollywood. I am not going to wait for you to answer this letter. Instead I am enclosing a contract blank for you to sign and return at once (see my "special" note on authorization) . . . Take my advice and sign up . . . The head-office demands a report from me at once—so please hurry with your letter.

Sincerely yours,

N. GRAY QUEEN  
HOLLYWOOD PUBLISHERS.

### VANITY PUBLISHING

Further information about Fortuny's, a concern the methods of which were discussed in our April issue, is given in this interesting report from a New York reader:

Dear Author & Journalist:

I called on Mr. Fortuny some months ago to see what his game really was. He has been advertising continuously in This Week of the Herald Tribune Sunday paper. His last venture was a monthly journal which went under. Mr. Fortuny has two scantly furnished rooms in an apartment building and from all appearances he sleeps there as well. One finds him in the second room in back of a screen, ready to receive all comers. He eyes each visitor very carefully when one arrives and then comes out with the same old story—that he is in the market for a number of good manuscripts—just bring them in and his readers will get busy at once. He asks all the questions an editor would like to know about a writer, but which the average editor does not bother much about until he has read the manuscript. The next step is a polite request to call, and you are told then that your manuscript is really interesting, but the author not being known, it would be too much risk for the publisher to undertake placing the book on the market. If the author would be willing to assist financially, say with about \$700, he would take all the other responsibilities. He has other propositions to make, but it all comes to one purpose—how much money can he get out of you.

There seems to be nothing that can be done with these fellows, but it is just as well to expose their methods from time to time.

Yours sincerely,  
H. W. GURLITT.

### PHOENIX

A reader has forwarded to us correspondence received from the late Pierre Publications, Inc., which issued a magazine under the title of New Mystery Adventures at Room 806, 120 W. 42nd St., New York. Those who had the misfortune to deal with this periodical will remember its practice of publishing submitted stories without the formality of notifying the authors. It announced payment at  $\frac{1}{2}$  to  $\frac{1}{4}$  cent a word, but our correspondent was one of many who failed to receive the promised payment.

It appears now that out of the ashes of Pierre Publications, Inc., has arisen, Phoenix-like, a new company, Fiction Magazines, Inc. Fiction Magazines, Inc., owes no writer anything; it starts off with a clean slate and a clean conscience. Also, by a strange coincidence, it publishes a magazine under the same editorship and of the same type. Even the name of the magazine bears a none-too-subtle resemblance to New Mystery Adventures. It is Mystery Adventure Magazine. Most remarkable of all, the new company maintains its offices at Room 806, 120 W. 42nd St., New York.

But lest hopeful contributors might assume that this is just a reorganization or a rechristening of some sort, we hasten to publish extracts from the letter received by our correspondent. It makes everything clear—beautifully clear.

Dear Mr. \_\_\_\_\_:

The story you sold to Pierre Publications, Inc. . . . was accepted at the half-cent a word rate because that is the highest rate we have ever been able to pay—at times when we have been able to send checks for stories. I am sorry you did not get paid for it. . . . I personally lost thousands of dollars in the venture. . . . You might be informed by your lawyer that in the event of a bankruptcy the actual office workers here have a preferred claim on all income; that is, if there is any income.

Pierre Publications, Inc., has had to abandon the magazine; give it up. We couldn't even sell it because it was so badly mired financially. . . . The State of New York's income tax . . . have already been notified that "New Mystery Adventures" is no longer published; that the Pierre Publications, Inc., is no longer functioning, and that we have no money. . . . We don't deny that Pierre Publications, Inc., which is no longer at the above address, DID owe you money for a story; we admit the debt. . . . If we can reorganize later, we may be able to pay fifty cents or more on the dollar—who knows? It would be paid, of course, only to those who didn't hamper reorganization by law suits, I assure you, if I personally had anything to do with it. I am not a stockholder now and never have been.

Yours truly,  
PIERRE PUBLICATIONS, INC.,  
By W. W. H., Acting President.

# SOME THINGS EDITORS LIKE IN BUSINESS ARTICLES

By JOHN T. BARTLETT

*Associate Editor, The Author & Journalist*

This concludes a series by Mr. Bartlett on "Writing for the Business Magazines" which began in the issue for December, 1935.

"**T**OM JONES, New York merchandising expert, delivered a splendid address on salesmanship at the afternoon session."

Up to this point the convention report had read all right to the business-paper editor. The news about Tom Jones had a peculiar effect on him. He grunted, and reached for his dictating mouthpiece. Savagely he composed a letter to the correspondent 2000 miles away.

"I played golf with Tom Jones Wednesday afternoon, July 18. It is very interesting to find that at the same time he was delivering a convention address, according to your report.

"The next time you cover a convention for us, we shall expect you to give us a bona fide report, not a lazy rehash of a program folder, full of ridiculous blunders."

So it was that a business writer in a Southern state learned that speakers on convention programs sometimes do not appear to fulfill their engagements—and that business paper editors not only like, but demand, accuracy.

In business articles, spellings must be correct. Facts must be right. Conclusions must be sound. The published article must be one which, parading for inspection before thousands of critical readers, will be judged accurate and sound.

Accuracy may be necessary, but it is, the reader remarks, rather a negative quality. There are an abundance of positive qualities which business editors like in articles.

The traditional American viewpoint is one. Of a writer contemplating the business field, I like to ask these questions:

"Are you for American Business? Do you believe that the old pioneer philosophy of hard work and enterprise is a practical thing in these modern times? Do you believe that, in our democracy, in the long run, the individual, whether he be employer or mechanic, Jew or Gentile, is usually rewarded by society in proportion to the contribution he makes?"

If the reply is a passionate "Yes," I feel that the writer has certain indispensable basic qualifications for business literature. There is a fair chance he will effectively put into articles the optimistic, constructive note which business editors like.

Business articles must help, as well as inform, readers. They must stimulate, inspire. They must be practical, with that idealism which built

America and which already is mastering the economic and social problems of depression.

Business editors like articles which are clear, forceful, and, in relation to the material presented, brief. They like articles which plunge specifically into the subject with the first sentence.

Business editors like articles which not only are authentic, but sound so. "That fellow knows what he is talking about!" the reader should reflect. There should be many things, throughout the article which suggest that the writer has expert understanding of his subject.

Business editors like high news appeal. New approaches to old problems; novel plans and methods; significant new trends—these will arrest and interest readers, and the editor eagerly searches for them.

News appeal may be associated with timeliness. Here we have a combination often irresistible.

Business editors like articles about important personalities in the trades they serve. Such cities as Atlanta, Cleveland, Omaha, and many smaller communities, all have business leaders known throughout the country. The enterprising writer interviews these for articles.

Case studies promoting an approved trade cause find appreciative editors. Good example of a general cause is cooperation among competitors, urged by all business magazines. Every trade has its individual causes, sometimes arising out of competition, as in transportation (railroad, bus), some relative to an opportunity, as store remodeling, which, improving service, increases sales and profits.

There are things which editors violently dislike to find in articles. Suppose we mention a few.

First-person treatment, the writer flaunting his fancied authoritative knowledge. Of course, the first person sometimes fits—but very seldom.

Long introductions.

Two or more subjects covered in the same manuscript. This is the day of one-slat stuff.

Obvious exaggeration.

Theorizing.

The writer who avoids these errors, and puts into his articles the favorable things first considered, will find a ready market among the hundreds of American business publications.

# THE AUTHOR & JOURNALIST'S HANDY MARKET LIST

FOR LITERARY WORKERS • • PUBLISHED QUARTERLY

JUNE, 1936

The Handy Market List is designed to give, in brief, convenient form, the information of chief importance to writers concerning periodical markets. Constant vigilance is exercised to keep this list up to the minute. New publications, changes of address, and changes of editorial policy are closely followed in preparing for each quarterly publication. Only a few obvious abbreviations are employed; M-20 means monthly, 20 cents a copy; 2-M, twice monthly; Bi-M, bi-monthly; W-15, weekly 15c; Q, quarterly, etc. Numbers indicate preferred word limits. Acc indicates payment on or reasonably soon after acceptance; Pub., payment on or after publication. First-class rates, around 5 cents a word; good rates, an average around 1 cent or better; fair rates, around  $\frac{1}{2}$  cent; low rates, under  $\frac{1}{2}$  cent. Editor's name is given when available. When possible the name of magazine is followed by a key-word indicating the publishing house by which magazine is issued. S. & S. indicates Street & Smith; Doubleday indicates Doubleday, Doran & Co.; Mag. Pubs. indicates Magazine Publishers, etc. The notation "Slow" after a listing is a warning that delays in payment or non-payment for material have been reported; writers submit manuscripts to such markets at a risk.

## LIST A

General periodicals, standard, literary, household, popular and non-technical, which ordinarily pay on acceptance at rates of about 1 cent a word or better.

**Ace G-Man Magazine**, (Popular) 205 E. 42nd St., New York. (M) Short-stories, serials, involving activities of G-Men. 1c, Acc.

**Ace High**, (Popular) 205 E. 42nd St., New York. (M) Fast-action adventure fiction. Rogers Terrill. 1c up, Acc.

**Action Stories**, (Fiction House) 461 8th Ave., New York. (Bi-M-20) Fast-moving, dramatic Western short-stories 3000-6000; novelettes 12,000-14,000; novels 25,000-30,000; some woman interest. Malcolm Reiss. 1c up, Acc.

**Adventure**, (Popular) 205 E. 42d St., New York. (M) Distinctive adventure short-stories, novelettes. Howard Bloomfield. 1 $\frac{1}{2}$ c up, fillers 1c, Acc.

**Ainslee's Smart Love Stories**, (S. & S.) 79 7th Ave., New York. (M-15) Love short-stories 4000-6500; serials 20,000-30,000. Daisy Bacon, Esther J. Ford. Good rates, Acc.

**All Aces**, (Popular) 205 E. 42nd St., New York. (M) Adventure short-stories, novelettes. 1c up, Acc.

**All Story**, (Munsey) 280 Broadway, New York. (W-15) Dramatic, emotional love short-stories, heroine's viewpoint, 4000 to 7000; novelettes up to 12,000; complete novels 25,000. Amita Fairgrieve. Good rates, Acc. (New writers, Pub.)

**All Western**, (Dell) 149 Madison Ave., New York. (M-10) Western short-stories 5000, novelettes 10,000-15,000, some romantic interest, occasional mysteries. Special articles on the West; occasional verse. West F. Peterson; Jack Burr, associate. 1 $\frac{1}{2}$ c up, Acc.

**American Magazine, The**, (Crowell) 250 Park Ave., New York. (M-25) Short-stories 3500 to 6000; serials 50,000; short shorts 1500 to 1800; mystery novelettes 20,000 to 25,000. Articles usually arranged for or staff-written. Summer N. Blossom; Albert Benjamin, fiction Ed. Good rates, Acc.

**American Mercury, The**, 570 Lexington Ave., New York. (M-50) Sophisticated reviews, comment, essays; serious and political articles, short-stories 5000; verse Paul Palmer. 2c up, Acc.

**Argosy** (Munsey) 280 Broadway, New York. (W-10) Action fiction, romantic elements, colorful background. Short-stories 1000-7000; novelettes 10,000-20,000; serials up to 60,000 (installments of 10,000); prose fillers 100-400. Jack Byrne. Good rates, Acc. (New writers, Pub.)

**Asia**, 40 E. 49th St., New York. (M-35) Interpretative articles on oriental life, politics, art, culture, exploration and thought, Russia included, 1500-4000. Oriental fiction; translations. Richard J. Walsh. 2c, Acc.

**Astounding Stories**, (S. & S.) 79 7th Ave., New York. (M-20) Pseudo-scientific, fast-moving short-stories up to 6000; novelettes 12,000-20,000; woman interest permitted. F. Orlin Tremaine, 1c, Acc.

**Atlantic Monthly**, 8 Arlington St., Boston. (M-40) Essays, human-interest articles; sketches, short stories, verse; high literary standard. Ellery Sedgwick. Good rates, Acc.

**Ballyhoo**, (Dell) 149 Madison Ave., New York. (M-15) Humorous cartoons, gags. Norman Anthony. Good rates, Acc.

**Battle Aces**, (Popular) 205 E. 42d St., New York. (M-15) Western front air short-stories 5000. Novels arranged for. Edythe Seims, 1c, Acc.

**Big Book Western**, (Popular) 205 E. 42d St., New York. (M-15) Complete Western novels 15,000-75,000. 1c, Acc.

**Bill Barnes Air Trails**, (S. & S.) 79 7th Ave., New York. (M-10) Modern short-stories 3000-5000; novelettes 8,000-10,000; novels arranged for; air articles 2000-3000. F. Orlin Tremaine, 1c, Acc.

**Black Mask**, (Warner) 578 Madison Ave., New York. (M-15) Realistic, convincing, natural, action stories in crime-detective field, likable, he-man heroes; short-stories 4000-8000; novelettes 12,000-15,000. Joseph T. Shaw. Good rates, Acc.

**Blue Book**, (McCall) 230 Park Ave., New York. (M-15) Western, mystery, adventure short-stories, novelettes. True-experience contests. Donald Kennicott. 2c up, Acc.

**Canadian Home Journal**, 71 Richmond St. W., Toronto, Ont. (M-10) Short-stories up to 5000, 4 to 6-part serials; articles of interest to Canadian women up to 2500. W. Dawson. Good rates, Acc.

**Chatelaine, The**, (Maclean) 481 University Ave., Toronto, Canada. (M-10) Short-stories of Canadian woman interest, love, married-life problems, parental problems, mystery, adventure, 3500 to 5000; short serials. Articles, Canadian woman interest, up to 2000. Byrne Hope Sanders. 1c up, Acc. or Pub.

**Clues-Detective Stories**, (S. & S.) 79 7th Ave., New York. (M-10) Rapid-action detective short-stories up to 5000; novelettes 9000-15000, woman interest permitted. F. Orlin Tremaine, 1c up, Acc.

**College Humor** (Thrilling) 22 W. 48th St., New York. (M-15) Humorous articles, short-stories, sketches, miscellany, cartoons. Robert A. Pines. Good rates, Acc.

**College Life**, (Thrilling) 22 W. 48th St., New York. (Q-25) Short-moving, realistic short-stories, collegiate or other adolescent background, sex interest, 3000-5000; short short-stories 1000, articles 1200; humorous verse 4 to 6 lines; jokes; editorials 300. N. L. Pines, 1 $\frac{1}{2}$ c up, verse 10 to 20c line, jokes 35 to 50c, Acc.

**Collier's**, (Crowell) 250 Park Ave., New York (W-5) Short-stories up to 5000; serials up to 60,000; articles on popular questions of the day 3500-5000; short short-stories. Wm. L. Cheney. First-class rates, Acc.

**Columbia**, 45 Wall St., New Haven, Conn. (M-10) Knights of Columbus publication. Articles on contemporary science, travel, sport, topics of general interest for men 2500-3500; action short-stories 5000; verse. John Donahue. 1 to 3c, Acc.

**Complete Stories**, (S. & S.) 79 7th Ave., New York. (M-15) Adventure, business, crime, detective, Western short-stories, novelettes 10,000-15,000; novels 25,000. Hazlett Kessler. Good rates, Acc.

**Cosmopolitan**, (Hearst) 959 8th Ave., New York. (M-25) Short-stories 3000 to 10,000; short shorts 1000 to 2000; short novels 20,000 to 40,000; serials, book-length novels; articles of national import 1000 to 4000. Harry Payne Burton. First-class rates, Acc.

**Country Gentleman**, (Curtis) Independence Sq., Philadelphia. (M-10) Short-stories up to 6500; full length serials; articles of interest and importance to agricultural world; articles for women readers; humorous sketches; jokes; miscellany for boys' and girls' depts. Philip S. Rose. First-class rates, Acc.

**Cowboy Stories**, (S. & S.) 79 7th Ave., New York. (M-10) Fast-action Western short-stories, modern elements permitted. 2500-5500; novelettes 10,000-15,000. F. Orlin Tremaine, 1c up, Acc.

**D. A. C. News**, Detroit Athletic Club, Detroit, Mich. (M-25) Humorous short-stories, articles, up to 1500; verse, jokes, fillers, art work, cartoons; cartoon ideas. Chas. A. Hughes. First-class rates, Acc.

**Dare-Devil Aces**, (Popular) 205 E. 42d St., New York. (M-15) Thrilling Western-front air short-stories 5000 to 7500; novelettes 15,000 to 20,000. Wm. Fay. 1c up, Acc.

**Daring Detective**, (Fawcett) 22 W. Putnam, Greenwich, Conn. (M-10) Illustrated dramatic fact crime stories up to 5000; must have woman interest; love crimes, triangles, etc. John J. Green, 1c up, photos \$3, Acc. Advisable to query.

**Delinquency**, (Butterick) 161 6th Ave., New York. (M-10) Dramatic, human short-stories 2000 to 3500; serials; articles. Oscar Graeve. First-class rates, Acc.

**Detective Fiction Weekly**, (Munsey) 280 Broadway, New York. (W-10) Detective, crime, mystery short-stories 1000-6000; novelettes 12,000-15,000; serials 40,000-80,000. Fact stories of murder mysteries 2000-6000; fillers 200. H. A. McComas. 1 $\frac{1}{2}$ c up, Acc. (New writers, Pub.)

**Detective Story Magazine**, (S. & S.) 79 7th Ave., New York. (M-20) Swift-moving action detective short-stories 2500-5000; novelettes 25,000-45,000; true crime stories 300-2500. F. E. Blackwell; Dorothy C. Hubbard, associate. 1c up, Acc.

**Detective Tales**, (Popular) 205 E. 42d St., New York. Emotional short-stories against a crime background up to 4000; novelettes 9000; novels 15,000; dramatic situations, glamorous detective action. Henry T. Sperry. 1 $\frac{1}{2}$ c up to 3000. 1c up over 3000, Acc.

**Dime Detective Magazine**, (Popular) 205 E. 42d St., New York. (M-10) Mystery and action short-stories 5000, emphasizing menace and horror; novelettes 10,000-15,000. Kenneth White. 1c up, Acc.

**Dime Mystery.** (Popular) 205 E. 42d St., New York. (M-10) Thrills, chills, mystery, in novels 17,000; novelettes 9000-12,000; short-stories up to 6000; minor love interest. Henry T. Sperry. 1c up, Acc.

**Dime Sports.** (Popular) 205 E. 42d St., New York. (M-10) Sport short-stories 4000-6000; novelettes 10,000-15,000, youthful professional players, actual games featured. Woman interest not desirable. Submit three months ahead of season. Alden H. Norton. 1c up, Acc.

**Dime Western Magazine.** (Popular) 205 E. 42d St., New York. (M-10) Vigorous, human Western short-stories 2000-6000; novelettes 10,000; novels 18,000, girl interest, realistic characterization. Rogers Terrill. 1c up, Acc.

**Doc Savage Magazine.** (S. & S.) 79 7th Ave., New York. (M-10) Action-adventure, modern-Western short-stories up to 6000, American heroes, any locale. John L. Nanovic. 1c, Acc.

**Elks Magazine.** 50 E. 42d St., New York. (M-20) Short-stories up to 5000; articles, photos, cartoons. Joseph T. Fanning. First-class rates, Acc.

**Esquire.** 919 N. Michigan Ave., Chicago. (M-50) Sophisticated, unsentimental articles; masculine viewpoint; essays, sketches, short-stories, 1500-2500; cartoons, cartoon ideas. (No women writers.) Arnold Gingrich. 3 to 10c, Acc.

**Famous Detective.** (Macfadden) Chanin Bldg., New York. (M) True detective stories, preferably under official by-line. Bert Bowden. 2c, Acc.

**Farmer's Wife.** 61 E. 10th St., St. Paul, Minn. (M-5) Articles for farm women of general and household interest; short-stories especially for young women, short serials, verse, cartoons. F. W. Beckman. 1c up, Acc.

**Fight Stories.** (Fiction House) 461 8th Ave., New York. (Q-20) Ring-action short-stories, novelettes. Malcolm Reiss. 1c up, Acc.

**Film Fun.** (Dell) 149 Madison Ave., New York. (M-20) Jokes, quips, epigrams. Lester Grady. \$1.50 to \$2, Acc.

**Five Novels.** (Dell) 149 Madison Ave., New York. (M-20) Western, adventure, sport, mystery, romantic novels 18,000-20,000, love interest. F. A. McChesney. 1½c, Acc.

**Foreign Service.** Broadway at 34th St., Kansas City, Mo. (M) War short-stories up to 3000, short-shorts of interest to A. E. F. veterans. Illustrations. Barney Yanofsky. 2c up, Acc.

**For Me.** 30 N. La Salle St., Chicago. (Bi-M-10) Short-stories, articles, cartoons. E. J. Costello. 1c up, Acc.

**G-Men.** (Thrilling) 22 W. 48th St., New York. (M-10) Glamorous short-stories around activities of Federal Bureau of Investigation 1000-8000; novelettes 7000-10,000. Leo Margulies. 1c up, Acc.

**Good Housekeeping.** (Hearst) 57th St. and 8th Ave., New York. (M-25) Young love short-stories up to 5000, serials, verse 3 to 4 stanzas. Overstocked on articles. W. F. Bigelow. First-class rates, Acc.

**Harper's Bazaar.** 572 Madison Ave., New York. (M-50) Light, humorous articles on social phases; love, domestic topics. Beatrice Kaufman. Good rates, Acc.

**Harper's Magazine.** 49 E. 33d St., New York. (M-40) Human-interest articles; essays; short-stories 4000 to 7000; serials up to 60,000; verse; high literary standard. Lee F. Hartman. First-class rates, Acc.

**Holland's, The Magazine of the South.** Main and 2d Sts., Dallas, Tex. (M-10) Articles of interest to Southern women; romantic, action, character short-stories 2000 to 6000; serials 30,000 to 60,000; verse. F. P. Holland. 1½c up, photos \$2 up, Acc.

**Hooey.** (Popular Mags., Inc.) 4166 W. Broadway, Robbinsdale, Minn. (M-15) Sophisticated cartoons, ideas for cartoons. E. J. Smithson. Good rates, Acc.

**Horror Stories.** (Popular Publs.) 205 E. 42d St., New York. (Bi-M-15) Mystery, terror short-stories up to 6000; novelettes 10,000-15,000. Rogers Terrill. 1c up, Acc.

**Household Magazine.** 8th and Jackson Sts., Topeka, Kan. (M-10) Household and general articles, short-stories about 1000, also 2500 to 5000; serials 20,000 to 50,000; verse. Nelson Antim Crawford. 2c up, verse 50c line, Acc.

**Inside Detective.** (Dell) 149 Madison Ave., New York. (M-10) True stories of crime investigation under official by-line, 1000-6000; preferably with woman interest. West F. Peterson. 1½c to 2c, photos \$2.50. Acc.

**Ladies' Home Journal.** (Curtis) Independence Sq., Philadelphia. (M-10) Articles 3000 to 5000; short-stories 5000 to 7000, serials, short lyric verse. Bruce Gould, Beatrice Blackmar Gould. First-class rates, Acc.

**Lariat Story Magazine.** (Fiction House) 461 8th Ave., New York. (Bi-M-20) Fast moving, melodramatic Western short-stories 3000-6000; novelettes 12,000-14,000; novels 20,000-25,000; some woman interest. Malcolm Reiss. 1c up, Acc.

**Liberty.** (Macfadden) Chanin Bldg., New York. (W-5) Romantic, adventure, humorous short-stories, youthful appeal, 1000 to 5000; serials about 42,000; timely human-interest articles. Wm. Maurice Flynn. First-class rates, Acc.

**Life.** 60 E. 42d St., New York. (M-15) Humorous sketches up to 1000. Geo. T. Eggleston. 5 to 8c, topical paragraphs, \$3 to \$5. Acc.

**Lone Eagle, The.** (Thrilling) 22 W. 48th St., New York. (M-10) Thrilling war-air short-stories 1000-6000. Leo Margulies. Ed. Director. 1c up, Acc.

**Love and Romance.** (Macfadden) Chanin Bldg., New York. (M-15) True, first-person short-stories; serials 15,000-25,000. Henry Lieferant. 2c, Acc.

**Love Romances.** (Fiction House) 461 8th Ave., New York. (Q-30) Romantic short-stories, novelettes. Malcolm Reiss. 1c up, Acc.

**Love Story Magazine.** (S. & S.) 79 7th Ave., New York. (W-15) Modern love short-stories 3500-5000; novelettes 6500; 2 to 4-part serials, installments 5000-7000; verse up to 16 lines. Daisy Bacon: Esther J. Ford. Good rates, Acc.

**Maclean's** (Maclean) 481 University Ave., Toronto, Canada. (2M-5) Short-stories, Canadian, love, romance, sea, mystery, adventure, outdoor interest, up to 5000; serials 30,000-65,000. Articles of Canadian interest. H. Napier Moore. 1c up, Acc.

**Madeleine.** 1270 6th Ave., New York. (M-20) Youthful, smart, romantic, witty short-stories 1000 to 5000; light, brisk personality sketches, articles 1000 to 5000; cartoons; cartoon ideas. Desmond Hall. 2c, Acc.

**Master Detective, The.** (Macfadden) Chanin Bldg., New York. (M-15) True crime stories 4000 to 7000. John Shuttleworth. 2c, photos \$1 to \$5. Acc.

**McCall's Magazine.** (McCall) 230 Park Ave., New York. (M-10) General and household interests; short-stories 2500-7000, serials. Otis L. Wiese. First-class rates, Acc.

**Modern Romances.** (Dell) 149 Madison Ave., New York. (M-10) First-person confession short-stories up to 7500; novelettes up to 13,000; 3 and 4 part serials; short lengths 1100. Helen J. Day. 2c, Acc.

**National Geographic Magazine.** 1156 16th St., N. W., Washington, D. C. (M-50) Official journal National Geographic Society. Authoritative human-interest articles on geographic subjects with photographs; also photographs separately. Send for brochure explaining pictorial requirements. Gilbert Grosvenor. First-class rates, Acc.

**New Republic, The.** 40 E. 49th St., New York. (W-15) Articles on current social, political, economic questions 1500 to 2500; sketches of character background 1000; short-stories 1500; extraneous verse. Bruce Bliven. 2c, Acc.

**New Yorker, The.** 25 W. 43d St., New York. (W-15) Short-stories and humor 400 to 2000; factual and biographical material up to 2500; verse. Good rates, Acc.

**Nick Carter Detective Magazine.** (S. & S.) 79 7th Ave., New York. (M-10) Detective-action short-stories up to 6000, detective heroes; novelettes up to 12,000. John L. Nanovic. 1c, Acc.

**North West Stories.** (Fiction House) 461 8th Ave., New York. (Q-20) North-west, trading, trapping, logging, etc. short-stories, novelettes. Malcolm Reiss. 1c up, Acc.

**Official Detective.** 731 Plymouth Court, Chicago. (2M) True detective crime-detection stories under official by-line 5000-7000; photos. Harry Keller. 2c, Acc.

**Operator No. 5.** (Popular) 205 E. 42d St., New York. (M-10) Secret service short-stories up to 5000; lone-handed struggle against large foreign espionage odds. Rogers Terrill. 1c, Acc.

**Parents' Magazine.** The, 9 E. 40th St., New York. (M-25) Articles on family relationships, child care, etc. 2500-3000. Clara Savage Littledale. 1 to 1½c, Acc.; jokes pointers for parents, recipes, childhood and teen-age problems, \$1 each. Publ. photos \$1 up, Acc. (Overstocked.)

**Petrie Rice Magazine.** (S. & S.) 79 7th Ave., New York. (M-10) Western action short-stories 2000 to 6000; novelettes 10,000 to 12,000, old-time and modern; love interest permitted. John L. Nanovic. 1c, Acc.

**Phantom Detective, The.** (Thrilling) 22 W. 48th St., New York. (M-10) Fast-action detective, crime short-stories 1000-6000. Leo Margulies. Ed. Director. 1c up, Acc.

**Pictorial Review.** (Hearst) 222 W. 39th St., New York. (M-10) Articles of interest to women 2500 to 3500; short-stories, novelettes, serials, occasional verse. Herbert R. Mayes. First-class rates, Acc.

**Popular Detective.** (Thrilling) 22 W. 48th St., New York. (M-15) Detective short-stories, 1000-6000; novelettes 7000-10,000; novel 15,000. Leo Margulies. 1c up, Acc.

**Popular Western.** (Thrilling) 22 W. 48th St., New York. (M-15) Western short-stories, 1000-6000; novelettes 7000-8000; novels 15,000. Leo Margulies. 1c up, Acc.

**Public Enemy.** (Dell) 149 Madison Ave., New York. (M-10) Fast-action short-stories of G-men, love interest subordinate. 4000-6000; novelettes 9000; novel written by contract. West F. Peterson. 1½c, Acc.

**Railroad Stories.** (Munsey) 280 Broadway, New York. (M-15) Short-stories, novelettes, first-person true tales, railroad background including trolley cars 1500-15,000. Query on fact articles. Freeman H. Hubbard. 1½c up, Acc. (New writers, Pub.)

**Ranch Romances.** (Warner) 578 Madison Ave., New York. (Bi-W-15) Western love short-stories 4000 to 6000; novelettes 10,000 to 12,000; novels 25,000 to 30,000; serials under 60,000; fillers up to 500; verse. Fanny Ellsworth. 1c, Acc.

**Rangeland Romances.** (Popular) 205 E. 42d St., New York. (M-10) Emotional love short-stories, old West, woman's viewpoint. Rogers Terrill. 1c up, Acc.

**Real Detective.** 444 Madison Ave., New York. (M-25) True illustrated crime stories; 5000 to 6000. R. W. Mickam. 1½c, photos \$2 to \$3, Acc.

**Redbook.** (McCall) 230 Park Ave., New York. (M-25) Short-stories, serials complete novels, novelettes, feature articles, short humor. Edwin Balmer. First-class rates, Acc.

**Redson Western.** (Periodical House) 67 W. 44th St., New York. (M) Western short-stories, novelettes. Rose Wyn. 1c, Acc.

**Romantic Range.** (S. & S.) 79 7th Ave., New York. (M-10) Western love short-stories 4000-5000, novelettes 10,000-15,000; no dialect stories. F. Orlin Tremaine. 1c, Acc.

**Romantic Stories.** (Fawcett) Fawcett Bldg., Greenwich, Conn. (M-10) First person, romantic confession short-stories up to 4500, serials up to 15,000, articles 2000-3000; short shorts 1000-1500, Anita Pinkham. 1 to 1½c, Acc.

**Rotarian.** The, 35 E. Wacker Drive, Chicago. (M-25) Authoritative articles on business and industry, travel sketches, humor, essays, 1500 to 2000. Leland D. Case. First-class rates, Acc.

**Rural Progress.** 22 W. Monroe St., Chicago. (M-10) Illustrated feature articles of Mid-West interest; short-stories with wide appeal 1200 to 1800; jokes, art work, cartoons, photo ideas, photos. L. K. Childers. 3c up, jokes \$3 to \$6, Acc.

**Saturday Evening Post**, The (Curtis) Independence Sq., Philadelphia. (W-5) Articles on timely topics 3000-5000; short-stories 5000-9000; serials up to 90,000; humorous verse; sketches, cartoons. George Horace Lorimer. First-class rates, Acc.

**Scribner's Magazine**, 597 5th Ave., New York. (M-35) Critical and interpretative articles 1000 to 5000; short-stories up to 5000; little verse. Alfred Dashiel. Good rates, Acc.

**Secret Agent "X"**, (Periodical House) 67 W. 44th St., New York. (M-10) Detective short-stories 3000 to 6000; novelettes 10,000 to 15,000, sinister note, menace and horror. Detective articles. Rose Wyn. 1c, shortly after Acc.

**Shadow Magazine**, (S. & S.) 79 7th Ave., New York. (2M-10) Action detective short-stories 1500 to 6000, detective or police heroes. John L. Novacic. 1c, Acc.

**Short Stories**, (Doubleday) Garden City, New York. (2-M-25) Adventure and mystery short-stories up to 6000, novelettes 10,000-12,000; complete novels; serials 25,000-60,000, outdoor fillers 50 to 500. True adventures up to 1000. Harry E. Maule, Ed.; Dorothy McIlwraith, Mng. Ed. Good rates, Acc.

**Sky Fighters**, (Thrilling) 22 W. 48th St., New York. (M-10) Thrilling air-war short-stories 1000-6000. Leo Margulies, Ed. Director. 1c up, Acc.

**Smokehouse Monthly**, (Popular Mags., Inc.) 4166 W. Broadway, Robbinsdale, Minn. (M-15) Jokes, wisecracks, cartoon suggestions, cartoons, epigrams, ballads. E. J. Smithson. Jokes \$2 up, verse 15c line, Acc.

**Sport Story Magazine**, (S. & S.) 79 7th Ave., New York. (2M-15) Competitive sport short-stories up to 6000; novelettes up to 12,000 (query on serials, articles). Ronald Oliphant. Good rates, Acc.

**Startling Detective Adventures**, (Fawcett) 22 W. Putnam, Greenwich, Conn. (M-15) True detective stories, solved cases, 1000-5000; serials 2 to 3 parts, 4000-5000 each installment; photos essential. Convict, police cartoons. John J. Green. 1½c up, photos \$3 up, cartoons \$5. Acc. (Advisable to query.)

**Star Western Magazine**, (Popular) 205 E. 42d St., New York. (M-15) Dramatic, emotional, colorful short-stories of the old west, girl interest, up to 6000; novelettes 10,000-12,000. Rogers Terrill. 1c up, Acc.

**Sweetheart Stories**, (Dell) 149 Madison Ave., New York. (M-10) Glamorous, modern love short-stories of vital, romantic girls, mystery and adventure elements, 3500-5000; novelettes 10,000-15,000. Helen MacVie. 1 to 1½c, Acc.

**10 Story Western**, (Popular) 205 E. 42d St., New York. (M) Man-action Western short-stories. Rogers Terrill. 1c up, Acc.

**Terror Tales**, (Popular) 205 E. 42d St., New York. (Bi-M-15) Mystery short-stories with eerie overtones; love interest, 5000; novelettes 10,000; novels 17,000. Rogers Terrill. 1c up, Acc.

**This Week** (United Newspaper Mag. Corp.) 420 Lexington Ave., New York. (W) Adventure, romantic, mystery short-stories 1500 to 5000; serials 30,000, installments of 3500; short articles on popular science, travel adventure, personalities 1000 to 1800 with photos; animal photos, fillers, jokes, cartoons, cartoon ideas. Mrs. William Brown Meloney. Good rates, Acc.

**Thrilling Adventures**, (Thrilling) 22 W. 48th St., New York. (M-10) Action short-stories 1000-6000; novelettes 8000-10,000; novels 15,000-20,000. Foreign locales; American heroes; slight woman interest. Leo Margulies, Ed. Director. 1c up, Acc.

**Thrilling Detective**, (Thrilling) 22 W. 48th St., New York. (M-10) Action-detective short-stories 1000-6000; novelettes 7000-10,000; novels 15,000-20,000. Leo Margulies, Ed. Director. 1c up, Acc.

**Thrilling Love Magazine**, (Thrilling) 22 W. 48th St., New York. (M-10) Thrilling love short-stories 1000-6000; novelettes 8000-10,000; novels 15,000, girl's viewpoint. Leo Margulies, Ed. Director. 1c up, Acc.

**Thrilling Mystery**, (Thrilling) 22 W. 48th St., New York. (M-10) Horror-terror stories, detective-mystery angle, woman interest, 1000-10,000. Leo Margulies. 1c up, Acc.

**Thrilling Ranch Stories**, (Thrilling) 22 W. 48th St., New York. (M-15) Romantic action Western short-stories told from cowboy's angle, 1000-6000; novelettes 8000-10,000; novels, 15,000-20,000. Leo Margulies. 1c up, Acc.

**Thrilling Western**, (Thrilling) 22 W. 48th St., New York. (M-10) Action-packed thrilling Western short-stories 1000-6000; novelettes 7000-8000; novels 15,000-20,000. No love interest. Leo Margulies. 1c up, Acc.

**Thrilling Wonder Stories**, (Thrilling) 22 W. 48th St., New York. (M-15) Pseudo-scientific action adventure short-stories 1000-5000, novelettes 7500-10,000. Leo Margulies. 1c up, Acc.

**Today**, 152 W. 42d St., New York. (W-1) Articles on current topics 2500. Raymond Moley, Ed.; Fillmore Hyde, Exec. Ed. 5c, Acc.

**Top-Notch Magazine**, (S. & S.) 79 7th Ave., New York. (M-10) Outdoor adventure short-stories 3000-5500; novels and novelettes 9000-15,000; occasional fantastic adventure stories. Short-shorts 7500-2000. F. Orlin Tremaine. Good rates, Acc.

**True Confessions**, (Fawcett) Fawcett Bldg., Greenwich, Conn. (M-10) First-person, confession short-stories up to 4500; serials up to 15,000; articles covering social problems, love, marriage, divorce. Hazel L. Berge. 1½c, Acc.

**True Detective Mysteries**, (Macfadden) Chanin Bldg., New York. (M-25) True detective, crime stories with actual photos, under official by-line, 4000-7000; serials, installments of 6000-7000. Send for detailed instructions and case cards. John Shutlsworth. Basic rate 2c, photos \$2 to \$5, Acc.

**True Experiences**, (Macfadden) Chanin Bldg., New York. (M-10) True first-person short-stories, serials 15,000-25,000. Henry Lieferant. Good rates, Acc.

**True Romances**, (Macfadden) Chanin Bldg., New York. (M-10) True first-person short-stories 1000-8000; true-story serials 15,000-25,000. Henry Lieferant. 2c, Acc.

**True Story Magazine**, (Macfadden) Chanin Bldg., New York. (M-15) True first-person short-stories; serials 25,000-40,000. William Jourdan Rapp. 2c, Acc.

**Vogue**, with which is combined **Vanity Fair**, (Nast) 420 Lexington Ave., New York. (2M-35) Articles on unusual travel, social activities, fashionable women's interests; essays on fads, foibles, interests of the day, 1500-2000; travel photos. Edna W. Chase. Good rates, Acc.

**War Birds**, (Dell) 149 Madison Ave., New York. (Bi-M) Short-stories 5000-6000, novelettes 10,000-12,000, air combat on Western Front; some commercial aviation short-stories. Articles on prominent pilots 2500. Miss B. Jones. 1½c up, Acc.

**Western Romances**, (Dell) 149 Madison Ave., New York. (M-10) Romantic Western short-stories 4500-6000; novelettes 10,000-15,000. West F. Peterson; Jack Burr, Associate. 1½c, Acc.

**Western Story Magazine**, (S. & S.) 79 7th Ave., New York. (W-15) Western short-stories up to 5000; complete novels 25,000; serials up to 80,000, 12,000-word installments. (Query on serials.) F. E. Blackwell; Dorothy C. Hubbard, associate. Good rates, Acc.

**Western Winners**, (S. & S.) 79 7th Ave., New York. (M-10) Western short-stories, novelettes, serials, articles, 1c, Acc.

**Whiz Bang**, (Popular Mags., Inc.) 4166 W. Broadway, Robbinsdale, Minn. (M-15) Jokes, epigrams, humorous rural editorials, ballads up to 64 lines, cartoon suggestions. E. J. Smithson. Jokes \$2 up, verse 15c line, Acc.

**Wild West Weekly**, (S. & S.) 79 7th Ave., New York. (W-10) Typical "Wild West" short-stories 3000 to 6000, novelettes 12,000 to 15,000. Ronald Oliphant. Good rates, Acc.

**Woman's Home Companion**, (Crowell) 250 Park Ave., New York. (M-10) Woman's and household interests. Articles, short-stories 2500-6000, serials up to 70,000. Gertrude B. Lane. First-class rates, Acc.

**Woman's World**, 461 8th Ave., New York. (M-10) Articles on women's interests, 1000-2000; short-stories 1500-5500, serials 25,000-30,000; short verse. R. M. Wallace. Good rates, Acc. (Overstocked.)

## LIST B

General periodicals which (a) pay on publication, or (b) pay less than 1 cent a word, or (c) are chronically overstocked, or (d) offer a very limited market, or (e) concerning which our information is indefinite.

**Ace Sports**, (Magazine Pubs.) 67 W. 44th St., New York. (M) Boxing, wrestling, baseball, basketball, hockey, college and professional, short-stories, novelettes, up to 10,000. Woman interest. No first person. A. A. Wyn. 1c up, Pub.

**Ace Mystery**, (Magazine Pubs.) 67 W. 44th St., New York. (M) Horror, terror short-stories 1000-10,000; novelettes 10,000-15,000; woman interest, logical endings. A. A. Wyn. 1c, Pub.

**All America Sports Magazine**, Madison Sq. Garden Arcade, New York. (M-15) Not in the market, Nat Fleischer.

**All Star Adventure Fiction**, (Western Fiction Pub. Co.) 11 W. 42d St., New York. (Bi-M-15) Fast-action adventure stories up to 10,000. Rates by arrangement, Acc.

**Amazing Stories**, (Teck) 461 8th Ave., New York. (Bi-M-25) Short-stories based on correct science 5000-20,000; novelettes 20,000-50,000. T. O'Conor Sloane, Ph.D. ½c, Pub.

**America**, 329 W. 108th St., New York. (W-10) Catholic interests. Articles of timely interest, 1500-1800; verse. Rev. Wilfrid Parsons, S.J. 1c, Pub.

**American Astrology Magazine**, 1472 Broadway, New York. (M-25) Astrological articles, essays, short-stories 3000; novelettes, serials, verse, news items. Paul G. Clancy. 1c, Pub.

**American Cookery**, 221 Columbus Ave., Boston 17. (M-15) Short articles on domestic science 2000-3000; essays 1000-2500; short-stories 1000-3000. 1c up, Acc.

**American Detective**, (Artvision Pub. Co.) 551 5th Ave., New York. (M-25) Fact stories on current crimes 5000-8000; pictures, official by-lines. Rose Bolen. ½c, \$1 per picture, Pub.

**American Hebrew and Jewish Tribune**, 212 5th Ave., New York. (W-15) Articles on outstanding Jewish personalities, short-stories of American Jewish life, novelettes. Louis Ritzenberg. ½c up, photos \$1 up, Pub.

**American Humorist**, Emmaus, Pa. (M-15) Humorous short stories, essays 1000, cartoons. No jokes or poetry. J. L. Rodale. Up to ½c, Acc.

**American Press**, The, 225 W. 39th St., New York. (M) Success stories of newspapermen, problems and solutions in newspaper production; dramatic reportorial experiences. Percy B. Scott. Indefinite rates, Pub.

**American Review**, The, 231 W. 58th St., New York. (M-40) Reviews, articles, comment. No poetry or fiction. Prefers query. Seward Collins. 1c, Pub. (Slow reports.)

**American Scholar**, The, (Phi Beta Kappa) 145 W. 55th St., New York. (Q-50) Scholarly, non-technical articles and essays, about 3000; brief accounts of scholarly, scientific projects; appropriate long and short poems; no fiction or fillers. Wm. Allison Shimer. \$4 printed page, Acc.

**American Spectator**, The, 132 W. 31st St., New York. (M-25) Timely articles and essays up to 2500. Charles Angoff. About 1c, Pub.

**American Stamp Digest**, The, (National Scientific) 142 W. 24th St., New York. (M-15) Popular philatelic articles up to 1500. Kent B. Stiles. ½c, Pub.

**Aperitif**, P. O. Box 354, Santa Barbara, Calif. (M-25) Short stories, articles of West-coast interest, with photos, about 2000. Stanton Delaplane. ½c up, Pub.

**Arcadian Life**, Sulphur Springs, Tex. (M-25) Short folklore material, articles on rural idealism, pastoral slant; mostly staff written. O. E. Rayburn. ½c up, Pub.

**Atlantic**, 33 W. 70th St., New York. (M-15) Articles of interest to Americans of Italian origin, up to 2000; short-stories. Dr. F. Cassola. Payment occasionally at ½c, Pub.

**Bandwagon, "The Magazine of the Southwest,"** Ramsey Tower Bldg., Oklahoma City, Okla. (M-15) Sophisticated sketches, satires, short short-stories 1000-1500; essays 500-1000; short verse; news fillers; cartoons, art work; cartoon ideas. Martin Heifin.  $\frac{1}{2}$ c up, 10 days after Pub.

**Beaver, The,** Hudson's Bay House, Winnipeg, Canada. (Q-25) Articles on travel, exploration, trade, in the Canadian North, up to 2500. Douglas MacKay.  $\frac{1}{2}$ c, Pub.

**Bedtime Stories,** (Detinuer) Wilmington, Del. (M-25) Spicy, snappy short-stories 2500-3500; verse, jokes, cartoons. Gloria Grey.  $\frac{1}{2}$ c, Pub.

**Best Detective Magazine,** (S. & E. S.) 79 7th Ave., New York. (M-10) Not in the market. F. E. Blackwell.

**Best Western Magazine,** (Western Fic. Pub. Co.) 11 W. 42d St., New York. (Bi-M-15) Western action short-stories, novels. Martin Goodman. Rates by arrangement, Pub.

**Black Book Detective Magazine** (Ranger) 220 W. 42d St., New York. (M-10) Mystery, detective short-stories 2000-8000; newsletters 10,000-15,000; novels 20,000-25,000. Alice Phillips, Mng. Ed. Rates by arrangement, Pub.

**B'nai B'rith Magazine,** 70 Electric Bldg., Cincinnati, O. (M-15) Short-stories of Jewish interest 1500; articles and essays 1000-3000. Edward E. Grusd. 1c, Pub.

**Breezy Stories and Youngs,** 55 W. 2nd St., New York. (M-20) Love short-stories with sex interest, 4000-5000; newsletters 8000-10,000. Phil Painter. 1c, Pub.

**Canadian Countryman,** 198 Richmond St., W., Toronto, Canada. (M) Love, adventure short-stories up to 5000. Daniel McKee.  $\frac{1}{2}$ c, Pub.

**Canadian Geographical Journal,** National Research Bldg., Ottawa, Canada. (M-35) Illustrated geographical articles 2500-3000. Lawrence J. Burpee.  $\frac{1}{2}$ c up, Pub.

**Canadian Magazine,** 347 Adelaide St., W., Toronto, Canada. (M-10) Articles on Canadian topics up to 3000, short-stories up to 5000. Joseph Lister Rutledge. Up to 1c, Pub.

**Christian Century, The,** 440 S. Dearborn St., Chicago. (W-15) Articles on economic and social topics. Usually no payment.

**Christian Science Monitor,** 1 Norway St., Boston. (D) Articles, essays, for editorial, forum, and department pages, up to 1200; poems; juvenile serials, not over 12 installments 1200 each. Average \$7 column, Acc.

**Collegiate Digest,** P.O. Box 472, Madison, Wis. (W-5) Articles on college subjects 500; photos. Varying rates, photos \$3, Acc.

**Common Sense,** 315 4th Ave., New York. (M-25) Factual, economic, political articles with social implications up to 2000; verse up to 100; news items, cartoons, cartoon ideas. A. M. Bingham. No payment.

**Commonweal, The,** 386 4th Ave., New York. (W.) Catholic review. Articles up to 3000; verse. Michael Williams. About 1c, verse 30c line,  $\frac{1}{2}$ c, Acc.

**Complete Northwest Novel Magazine,** (Winford) 165 Franklin St., New York. (Bi-M-15) Action short-stories of the Northwest. Mounted, logging, mining, 2500-6000; newsletters 10,000-12,000. Michael Ivan.  $\frac{1}{2}$ c to  $\frac{1}{2}$ c, Acc.

**Complete Western Book,** (Newsstand Pubs.) 11 W. 42d St., New York. (M-15) Adult Western short-stories 5000-7500; newsletters 10,000-20,000. Martin Goodman. Rates by arrangement, Acc.

**Crutch and Cane Magazine,** The, Alfred Street P. O., Box 96, Detroit, Mich. (Bi-M) Edited for shut-ins. True stories, articles, 1500 to 2500, showing how the physically handicapped are making a success of their lives. Articles by handicapped persons. Harry E. Smithson. Low rates, Pub.

**Current History,** 229 W. 43d St., New York. (M-25) Authoritative, readable articles on political, economic, social, cultural events, developments in America and abroad, 3000 to 4000. 2c up, Pub.

**Double Action Gang,** (Winford) 165 Franklin St., New York. (M) Short-stories featuring G-men wiping out gangland 2500-5000; newsletters, complete novels; law must be victorious. Michael Ivan.  $\frac{1}{2}$ c, by arrangement.

**Double Action Western,** (Winford) 165 Franklin St., New York. (M) Fast-action Western short-stories with strong characterizations, emotional appeal, 2500-6000; newsletters 10,000-12,000. L. H. Silberkleit.  $\frac{1}{2}$ c to  $\frac{1}{2}$ c, Acc.

**Dynamic Adventures,** (S. & S.) 79 7th Ave., New York. (M-10) Not buying at present. F. Orlin Tremaine.

**Easy Money,** (Spartan) 480 Lexington Ave., New York. (M-25) Fact stories of rackets, spectacular successes, etc. Terry Donoghue. Fair rates, Pub.

**Economic Forum,** 51 Pine St., New York. (Q-50) Articles on economic, political, sociological problems; photos of economic conditions. Frank A. Vanderlip; Joseph Mead. Indefinite rates, Pub.

**Eye-Opener,** (Bob Edwards) 402 Corn Exchange Bldg., Minneapolis. (M-25) Humor up to 250; jokes jingles, cartoons, cartoon ideas. Phil Rolsen. \$1 to \$3, Pub.

**Family Herald and Weekly Star,** St. James St., Montreal, Quebec, Canada. (W-5) Short-stories. C. Gordonsmith. \$4 column, Pub.

**Flight,** 910 S.W. 3d St., Portland, Ore. (Q-35) Literary articles, essays, short-stories 1200; verse up to 36 lines; fillers. Leland M. Beynon. Prose  $\frac{1}{2}$ c, Pub.; verse, \$1 up, Acc.

**Flying Aces,** (Mag. Pubs.) 67 W. 44th St., New York. (M-15) Modern air short-stories 3000-6500; meaty fact articles, dramatically told, principally of modern aviation, 500-3000; modern and war photos; aviation jokes, cartoons, humorous verse. A. A. Wyn. 1c, photos \$1 up, Pub.

**Fortune,** 135 E. 42d St., New York. (M-5) Articles with industrial tie-up, 90% staff-written. Original MSS. or source material purchased. 5c up, Pub.

**Forum,** 570 Lexington Ave., New York. (M-35) Controversial articles, essays, short-stories, verse. Henry Goddard Leach. Good rates, Pub.

**French Night Life Stories,** (H. M. Pub. Co.) Dover, Del. (M-25) Spicy short-stories. Rates not at hand.

**Gay Book,** 201 N. Broad St., Philadelphia. (Q-25) Humorous, quick-moving short-stories 1000-2500, snappy without being objectionable; occasional articles 1000-1500; humorous, satirical verse 4-24 lines; jokes, skits, epigrams. Wm. H. Kofoed.  $\frac{1}{2}$ c to 1c, Acc.

**Gay Broadway,** (D. M. Pub. Co.) Dover, Del. (Q-25) Spicy short-stories. Gloria Grey.  $\frac{1}{2}$ c, Pub.

**Gay Parisienne,** (D. M. Pub. Co.) Dover, Del. (M-25) Risque short-stories, French locale, 2500 to 3500.  $\frac{1}{2}$ c, Pub.

**Gentlewoman,** 154 W. 14th St., New York. (M-5) Love and action short-stories, small-town home-woman appeal. 3000 to 5000. Marion White.  $\frac{1}{2}$ c, Pub.

**Gold Seal Detective,** (Mag. Pubs.) 67 W. 44th St., New York. (M) Dramatic, emotional crime-action short-stories, novelettes, 3000-10,000; law-officer heroes; girl interest desirable; short crime articles. A. A. Wyn; M. L. Butler, associate. 1c up, Pub.

**Greater Western Magazine,** (Hoffman) 220 W. 42d St., New York. (M) Dramatic Western short-stories 2000 to 8000. Lincoln Hoffman. Rates by arrangement.

**Grit,** Williamsport, Pa. (W-5) Clean short-stories, adventure, mystery, love, Western, etc. 1000-5000; serials. Odd, strange pictures, brief text; household articles; short illustrated articles for women's and children's pages. Howard R. Davis. \$3.50 to \$6 per short-story; articles \$2 to \$3, photos \$2, Acc.

**Headquarters Detective,** (Magazine Pubs.) 67 W. 44th St., New York. (M) Detective short-stories, novelettes, 3000-10,000; law officer heroes; girl interest desirable. A. A. Wyn, Mary Lou Butler, Associate. 1c, Pub.

**Independent Woman,** 1819 Broadway, New York. (M-15) Articles expressing woman's viewpoint on social and economic problems, 1200-2000; controversial articles on business and professional women's problems, business advancement; unusual vocations for women; stories of women who have pioneered in work or play; adventure stories of achievement; informative and light articles; verse 2 to 5 stanzas. Winifred Willson. \$10 to \$35 per article; verse \$2 or \$3, Acc.

**Interlude,** 942 Howard St., San Francisco. (M-20) Short-stories, articles, verse, cartoons, by new writers. Jefferson Barclay Layne. Prizes and space rates, Pub.

**International Detective Cases,** (Artvision) 551 Fifth Ave., New York. (M-25) Foreign detective cases, 5000 to 7000. No pictures or by-lines necessary. Rose Bolen. 1c, Pub.

**Jewish Forum, The,** 305 Broadway, New York. (M-35) Articles of Jewish interest, short-stories, 1000 to 2000; Isaac Rosengarten. \$3 per M., poems \$1 up, Pub.

**Judge,** 18 E. 48th St., New York. (M-15) Jokes, epigrams, humorous short-stories, articles, up to 500; verse; drawings. Jack Shuttleworth. 3 to 6c, jokes and paragraphs \$2 to \$5, drawings \$10 to \$75; cartoon ideas \$3 to \$15, Pub.

**Kaleidograph, A National Magazine of Poetry,** 702 N. Vernon St., Dallas, Tex. (M-25) Verse, book notices. Whitney Montgomery. Vaida Stewart Montgomery. Prizes.

**La Paree Stories,** (D. M. Pub. Co.) Dover, Del. (M-25) Risque short-stories, French locale, 2000-3500; two-part stories 5000-6000.  $\frac{1}{2}$ c, Pub.

**Literary Digest, The,** 354 4th Ave., New York. (W-10) Not in the market. Wilfred J. Funk.

**Love Fiction Monthly,** (Periodical House) 67 W. 44th St., New York. (M-10) Glamorous, romantic love short-stories 3000 to 6000; newsletters 10,000 to 15,000; romantic verse. Mrs. Rose Wyn. 1c, verse 25c line, shortly after Acc.

**Masked Rider Western, The** (Ranger) 220 W. 42d St., New York. (M) Western short-stories 2000 to 6000; newsletters 10,000 to 15,000. Jack Phillips. Rates by arrangement, Pub.

**Mayfair,** (MacLean) 481 University Ave., Toronto, Canada. (M-25) Society, fashion, sport articles. Canadian interest. J. Herbert Hodgins. 1c, Pub.

**Moral Journal, The,** 63 5th Ave., New York. (Q-5) Jewish short-stories, sketches, one-act plays, essays, poetry. Henry Hurwitz. 1c up, Pub.

**Modern Psychologist, The,** (Modern Scientific) 310 Riverside Drive, New York. (M-25) Articles, essays on psychology in all phases up to 3000. Dagobert D. Runes. Rarely pays.

**Modern America,** Bolivar, Tenn. (M) Short-stories, articles, personality sketches up to 5000, with appeal to American families; comic drawings. R. P. Shackelford.  $\frac{1}{2}$ c up, Acc.

**Modern Thinker, The,** (Modern Scientific) 310 Riverside Drive, New York. (M-25) Timely controversial articles 2500 to 3500. Dr. Dagobert D. Runes. Rarely pays.

**Movie Humor,** (Uitem Pubs.) 381 4th Ave., New York. (M) Screen humor, jokes, gags. M. R. Reese. Fair rates, Pub.

**Murder Mysteries,** (Associated Authors) Hollis, N. Y. (M) Novelettes involving murder interest 20,000 to 25,000; sex elements permitted. Few shorts 3000 to 5000. J. Bruce Donahoe. About  $\frac{1}{2}$ c, Pub. (Slow.)

**Mystery Adventures,** (Fiction Mags., Inc.) Rm. 806, 120 W. 42d St., New York. (M-15) Adventure, weird, pseudo-scientific, mystery short-stories, sophisticated sex angle; novelettes, serials; art work. Stanley Hubbard.  $\frac{1}{2}$ c to  $\frac{1}{2}$ c, after Pub. (Slow.)

**Mystery Novels,** (Winford) 165 Franklin St., New York. (M) Deductive mystery short-stories 2500-6000; novels 45,000-65,000. L. H. Silberkleit. Rates by arrangement.

**National Home Monthly,** (Home Pub. Co.) Bannatyne and Dagmar Sta., Winnipeg, Man., Canada. (M-10) Illustrated feature articles; love short-stories, 3500 to 7000; newsletters, serials, verse. L. E. Brownell. Fair rates, Pub.

**Nation, The,** 20 Vesey St., New York. (W-15) Articles on politics, literature, economics, foreign affairs up to 2400. Freda Kirchwey, Joseph Wood Krutch, Max Lerner. 2c, Pub.

**New Detective Magazine,** (Popular) 205 E. 42d St., New York. (Bi-M-15) Detective, murder-mystery novels, master criminal opposed to likable hero, 15,000 to 30,000; some girl interest. 1c up, Acc.

**New Masses**, 31 E. 27th St., New York. (W-10) Economic, sociological articles, Marxian standpoint; proletarian short-stories, sketches, poems, cartoons. Varying rates, Pub.

**New Mexico Magazine**, Santa Fe, N. M. (M-15) Illustrated articles on life or scenic attractions of New Mexico; rarely short-stories of New Mexico scene. George Fitzpatrick. \$5 to \$15 per article, Pub. Verse, no payment.

**New York Woman**, The, 62 W. 45th St., New York. (W) Largely staff-written. James Monahan.

**North American Review**, 597 Madison Ave., New York. (Q-\$1) Short-stories of atmosphere, literary quality, 6000-8000; articles, essays on the arts and letters, popular science, sociology; humorous essays. John H. Peil, 2c, Pub.

**Occult Digest**, The, 1900 N. Clark St., Chicago. (M-25) Occult facts, philosophy; metaphysics, astrology, numerology, palmistry, graphology, articles up to 2500; true occult and psychic experiences 500; Effa E. Danielson. No payment.

**Opinion**, 122 E. 42d St., New York. (M-25) Articles 2500 to 3000; short-stories 2000 to 3000; Jewish interest. 1c, Pub.

**Opportunity, A Journal of Negro Life**, 1133 Broadway, New York. (M-15) Short-stories, articles, poetry; Negro life and problems. Elmer Anderson Carter. No payment.

**Our Army**, 160 Jay St., Brooklyn, N. Y. (M-25) Stimulating controversial military articles; short-stories 1000 to 1200 (no World-War fiction); jokes; cartoons; regular army background. G. A. Harter. Up to 2c, Pub.

**Our Dumb Animals**, 180 Longwood Ave., Boston. (M-10) Animal welfare articles up to 500; verse up to 24 lines. Guy Richardson. 3c up, poems \$1 up, Acc.

**Overland Monthly and Outwest Magazine**, 305 Douglas Bldg., Los Angeles. (M-25) Articles, Western interest short-stories, verse. Arthur H. Chamberlain. Indefinite rates.

**Parade**, Architects Bldg., Philadelphia. (Q) Sophisticated short-stories, articles, 2000 to 4000. Wm. J. McElwee, Charles Del Guidice. About \$50 per article, Pub.

**Pep Stories**, (D. M. Pub. Co.) Dover, Del. (M-25) Risque short-stories 2000-3500; serials 6000-10,000. 3c, Pub.

**Poetry, A Magazine of Verse**, 232 E. Erie St., Chicago. (M-25) High-class verse. Harriet Monroe. \$6 page (28 lines), Pub.

**Psychology**, 381 4th Ave., New York. (M-25) Psychological or inspirational articles, personal experiences; short short-stories. E. Field. Varying rates, Pub. (Slow.)

**Quick-Trigger Western**, (Western Fic. Pub. Co.) 11 W. 42d St., New York. (Bi-M-15) Western novelettes, novels. Martin Goodman. Rates by arrangement.

**Real America**, 666 Lake Shore Drive, Chicago. (M-25) Articles treating of vital American problems, exposes of graft and corruption; short-stories, any type, up to 10,000; verse. Ted Leitzell, W. T. Brannon. 3c to 2c, extra for photos, Pub. or Acc. Humorous miscellany 50c to \$1.

**Real Western**, (Winford) 165 Franklin St., New York. (M) Fast-action Western short-stories, good characterizations, emotional appeal, 2500-6000; novelettes 10,000-12,000. L. H. Silberkleit. 3c to 4c, Acc.

**Redwood Monthly**, The, P. O. Box 3293, San Francisco. (M-25) Short short-stories 800-2000. Frank Buck Jr. 3c, Acc.

**Review of Reviews**, 233 4th Ave., New York. (M-25) Articles on politics, economics, national problems, travel. Albert Shaw. 1c up, Pub.

**Rhythm**, 925 Broadway, New York. (M-25) Distinctive poetry. Alice Langley. 2c line, Pub.

**Ringmaster**, 1 N. La Salle St., Chicago. (M-50) Satirical articles 2000-3000; caricatures. Harry McGuire. Varying rates, Acc.

**Saturday Night**, 73 Richmond St., W., Toronto, Canada. (W) Articles of Canadian interest up to 2000; light, humorous articles, satire. B. K. Sandwell. 3c to 1c, photos \$2 to \$3, Pub.

**Saucy Movie Tales**, (Movie Digest, Inc.) Rm. 501, 1451 Broadway, New York. (M-25) Mystery, love, adventure, pseudo-scientific short-stories, Hollywood background, spicy but clean. Philip S. White. 3c to 4c, Pub.

**Saucy Romantic Adventures**, (Fiction Mags. Inc.) Rm. 501, 1451 Broadway, New York. (M-15) Romantic love short-stories, clean sex element. 3c to 4c, Pub.

**Scarlet Adventures**, (Associated Authors) Hollis, N. Y. (M) Short-stories of female adventuresses 3000 to 5000; sex without licentiousness. J. Bruce Donahoo. About 3c, Pub. (Slow.)

**Scarlet Confessions**, (Associated Authors) Hollis, L. I., N. Y. (M) First-person confessions by women, sophisticated type; sex without licentiousness, 3000-7000. J. Bruce Donahoo. 3c, after Pub. (Slow.)

**Scarlet Gang Stories**, (Associated Authors) Hollis, L. I., N. Y. (M) Gangster, action short-stories, novelettes 3000-15,000. J. Bruce Donahoo. 3c, after Pub. (Slow.)

**Sentinel**, The, 511 S. Sangamon St., Chicago. (W-10) Short-stories, Jewish theme, 1900-2200. Louis S. Berlin. \$5 a story, Acc.

**Sexology**, 99 Hudson St., New York. (M-25) Articles on scientific aspects of sex problems. David H. Keller, M.D. 3c to 1c, Pub.

**Sex Psychology**, 154 Nassau St., New York. (M-25) Articles on sex psychology 950-1350; fillers, news items 100-250. Chas. Clarke. 3c up, Pub.

**Silhouettes**, 303 Rosewood, Ontario, Calif. (Q-35) Good poems, articles. James Neil North. \$1 each, Acc. Prizes.

**Smoke**, Box 535, Providence, R. I. (Q-25) Distinctive poetry. Susanna Valentine Mitchell. Small payment, Pub.

**Snappy** (D. M. Pub. Co.) Dover, Del. (M-25) Snappy, risque stories 2000 to 3500. 3c, Pub.

**Southern Review**, Louisiana State Univ., Baton Rouge, La. (Q-75) Articles on literary criticism, social, economic affairs; short-stories, verse. Charles W. Pipkin. \$6.65 page, verse 35c line, Pub.

**Smashing Novels**, (Chesterfield Pubs.) 100 Hudson St., New York. (M) Western novels 35,000-40,000. Cliff Campbell. Rates by arrangement, Acc.

**Spicy Adventure Stories**, (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Exotic adventures involving girls and sex, short-stories up to 5000. Lawrence Cadman. Up to 1c, Acc.

**Spicy Detective Stories**, (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Thrilling detective short-stories up to 5000, strong sex elements. Lawrence Cadman. Up to 1c, Acc.

**Spicy Mystery Stories**, (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Mystery short-stories with sex elements 2500 to 5500, eerie and terror angles. Lawrence Cadman. Up to 1c, Acc.

**Spicy Stories**, (D. M. Pub. Co.) Dover, Del. (M-25) Risque short-stories 2000 to 3500, serials 6000 to 10,000; light, gay, humorous verse. 3c, Pub.

**Spur**, The, 515 Madison Ave., New York. (M-50) Articles on sport, travel, art, personalities, usually on assignment. Robert B. Remiro. Indefinite rates, Pub.

**Star Detective**, (Western Fic. Pub. Co.) 11 W. 42d St., New York. (Bi-M-15) Fast-action, hard-boiled detective stories 7000 to 10,000. Rates by arrangement, Acc.

**Story**, 432 4th Ave., New York. (M-35) Distinctive short-stories. Whit Burnett, Martha Foley. Nominal rates, Pub.

**Tattle Tales**, (Detinuer) Wilmington, Del. (M-25) Spicy, sex short-stories 2500-3500; verse, jokes. Gloria Grey. 3c, Pub.

**Ten Detective Aces**, (Mag. Pubs.) 67 W. 44th St., New York. (M-10) Dramatic detective, mystery short-stories, sinister note, woman interest welcome, 3000 to 5000; short shorts 1500 to 2000; novelettes 10,000 to 20,000. A. A. Wyn. 1 to 2c, short shorts \$25, Pub.

**10 Story Book**, 529 S. Clark St., Chicago. (M-25) Ironiclaistic, frank, sex short-stories, satires, odd stories, playlets. Harry Stephen Keebler. \$6 a story, Pub. (Slow.)

**This Month**, 306 Santa Fe Bldg., Dallas, Tex. (M) Short-stories up to 2500, short shorts 1100-1250, 2 and 3-part serials, installments 2500-3000; articles 1200; essays, editorials up to 300; J. F. Love. 3c to 2c, Pub. (Overstocked.)

**Today's Astrology**, (Magna Pubs.) Mt. Morris, Ill. (M-10) Astrological articles written for laymen. Irvin Ray. 3c, Pub.

**Toronto Star Weekly**, 80 King St., W., Toronto, Canada. (W) Feature articles, Canadian and general appeal up to 3000; short-stories 2000 to 5000; love, mystery, sport, adventure serials. Main Johnston. 3c up, Acc.

**Travel**, (McBride) 116 E. 16th St., New York. (M-35) Illustrated travel, exploration, adventure articles 1500 to 5000; photos, Coburn Gilman. 1c, \$1 to \$5 per photo, Pub.

**True Gang Life**, (Associated Authors) Hollis, N. Y. (M) Short-stories centering around gangsters 3000 to 5000; sex angle desirable; true stories. J. Bruce Donahoo. About 3c, Pub. (Slow.)

**Virginia Quarterly Review**, 1 West Range, University, Va. (Q-5) Literary, scientific, political essays 3000 to 5000, occasional short-stories, verse 10 to 40 lines. Lambert Davis. \$5 page (350 words), verse 50c line, Pub.

**Voice of Experience**, (Macfadden) 122 E. 42nd St., New York. (M) Problem short-stories up to 6000, serials 35,000; articles on personal problems, inspiration, etc. Francis Wickware. 2c, Pub.

**Voyager**, The, 5 Beekman St., New York. (M) Semi-fictional, humorous, sophisticated travel articles, Bermuda, Nassau, Cuba, Jamaica, Panama, Mexico, California, Canada, England, France, 500-1500, Morrill Cody. Articles with photos, \$20 each, without photos, \$15. Pub. Anecdotes 100-500, space rates.

**Waldorf-Astoria Promenade**, 40 E. 34th St., New York. (M) Diverting short-stories 1500-2000; articles, essays, 900-1000; verse, drawings, cartoons. Lettice Chaffee. 1½c up, Pub.

**Werld Tales**, 840 N. Michigan Ave., Chicago. (M-25) Supernatural, bizarre, weird, pseudo-scientific short-stories up to 6000; novelettes up to 15,000; serials up to 60,000; weird detective stories; verse up to 35 lines. Farnsworth Wright. 1c up, verse 25c line, Pub.

**West**, Garden City, N. Y. (M-15) Western short-stories up to 6000; novelettes 10-12,000; novels 30,000; romantic interest subordinate; verse up to 32 lines. Edmund Collier. 3c up, to arrangement.

**Western Aces**, (Magazine Pubs.) 67 W. 44th St., New York. (M) Emotional Western short-stories up to 6000, novelettes up to 12,000, with strong human interest—range, outlaw, mines, etc. A. A. Wyn; M. L. Butler, Associate. 1c up, Pub.

**Western Action Novels**, (Winford) 165 Franklin St., New York. (M) Fast-action Western short-stories 2500-6000; novelettes 10,000-20,000. L. H. Silberkleit. 3c, Acc.

**Western Fiction Monthly**, (Western Fiction Pub. Co.) 11 W. 42d St., New York. (M-15) Western short-stories 3000-7000; novelettes 20,000. Martin Goodman. Rates by arrangement, Acc.

**Western Novel and Short Stories**, (Newsstand) 11 W. 42d St., New York. (M-15) Western short-stories 5000-7500; novelettes 10,000-20,000; novels 60,000. Martin Goodman. Rates by arrangement, Acc.

**Western Trails**, (Mag. Pubs.) 67 W. 44th St., New York. (M-15) Western action short-stories with mystery slant and woman interest up to 6000; novelettes 10,000-20,000. No first-person stories. A. A. Wyn. 1 to 2c, Pub.

**Wild West Stories and Complete Novel Magazine**, (Teck) 461 8th Ave., New York. (M-10) Western short-stories 1000-4000; novelettes 15,000-25,000. 3c, Pub.

**Woman Today**, The, 112 E. 19th St., New York. (M-10) Articles, short-stories, of interest to women in industry; anti-war and anti-fascist. Rates not at hand.

**Yale Review**, Box 1729, New Haven, Conn. (Q-\$1) Articles on current political, literary, scientific, art subjects 5000-6000. Wilbur Cross. Good rates, Pub.

**Yankee**, Dublin, N. H. (M-25) Short-stories up to 3000, articles, essays, 1200-1400, verse, jokes, anecdotes, oddities, epiphany; all of Yankee flavor. Robb Sagendorph; Beth Tolman, associate. Articles about \$10; stories, \$15-\$20; items \$1, verse 50c line, Pub.

## LIST C

Trade, technical, religious, agricultural, business, educational and other class publications.

## AGRICULTURAL, FARMING, LIVESTOCK

**Breeder's Gazette**, Spencer, Ind. (M-10) Short stories of success in farming under 1000. Livestock breeding and feeding articles. S. R. Guard. 1c, photos \$2, Pub.

**Dairy Goat Journal**, Fairbury, Neb. (M) Articles on dairy goat industry, largely from regular writers. C. A. Leach. Approx. 1c, Acc. (Overstocked.)

**Farm Journal**, The, Washington Square, Philadelphia. (M-10) Agricultural, scenic, humorous articles with photos 300 to 600; short-stories 3000 to 4000; novelettes 20,000; cartoon ideas. Arthur H. Jenkins. 2c up; fiction 5c up, Acc.

**Farm and Ranch**, Dallas, Tex. (2M-5) Agricultural, livestock articles of the Southwest. Frank A. Briggs. 5c to 1c up, Pub.

**Hatchery Tribune**, Mt. Morris, Ill. (M-10) Illustrated articles on successful selling methods by hatcheries 300 to 500. O. A. Hanke. 5c to 2c, Acc.

**Hoard's Dairymen**, Fort Atkinson, Wis. (2M) Miscellany on dairy interests. W. D. Hoard. Low rates, Pub.

**Iowa and Corn Belt Farmer**, 422 Court Ave., Des Moines, Ia. (M) Agricultural miscellany. Paul Talbot. Indefinite rates, Pub.

**Ohio Farmer**, 1013 Rockwell Ave., Cleveland, O. (W) Ohio agricultural articles. Walter H. Lloyd. Indefinite rates, Pub. Cover photos, \$5 to \$10.

**Ontario Farmer**, The, 73 Richmond St., W., Toronto, Canada. (M) Short-stories, rural appeal, 2500; items for farm women. W. Dawson. Indefinite rates, Acc.

**Poultry Item**, Sellersville, Pa. (M-15) Articles on poultry raising, successful poultrymen, their establishments, equipment, experience, etc., 1500. S. L. Althouse. Good rates, Pub.

**Poultry Tribune**, Mt. Morris, Ill. (M-10) Illustrated poultry articles 800. O. A. Hanke. 1c up, Pub.

**Progressive Farmer**, Commercial Realty Bldg., Birmingham, Ala. (M) Short-stories, Southern appeal, 3000-4000, (submit to Dallas, Tex., office, 1104 Insurance Bldg.). Eugene Butler, 2c, Acc. (Overstocked.)

**Southern Dairy Products Journal**, 573 W. Peachtree St., N.E., Atlanta, Ga. (M) Features on dairy management in Southern states. F. H. Sorrow. 5c, Pub.

**Successful Farming**, (Meredith) Des Moines, Ia. (M-5) Agricultural articles; short-stories and short shorts 800 to 6000; 2-installment serials, verse, editorials, jokes, news items, photos, cartoons. Kirk Fox. 1½ up, verse 25c line, Acc.

## ART, PHOTOGRAPHY

**Antiques**, 40 E. 49th St., New York. (M-50) Authoritative articles on antiques and collecting 1500-2000. Homer Eaton Keyes. 1½c to 2c, Pub.

**Camera**, The, 636 S. Franklin Sq., Philadelphia. (M-25) Practical illustrated articles on photography and amateur cinematography 200 to 1500. No poetry. Frank V. Chambers. 5c, Acc.

**New Photo Miniature**, 70 5th Ave., New York. (M-40) Monographs on particular phases of photography 12,000 to 15,000. John A. Tennant, \$50 each, Acc. (Out of market.)

## AUTOMOBILE, AVIATION, BOATING, TRANSPORTATION,

## HIGHWAYS

**Aero Digest**, 515 Madison Ave., New York. (M-35) News and features on the aviation industry, aeronautical engineering, military aeronautics, air travel, etc. Geo. F. McLaughlin. 5c up, Pub.

**American Motorist**, Pennsylvania Ave. at 17th St., Washington, D. C. (M-15) Illustrated travel articles, vicinity of Washington, D. C., and Eastern states, 1000-1500, historical and descriptive articles appealing to motorists; very little verse. F. Kay Buschman. 1c, Pub.

**Aviation**, 330 W. 42d St., New York. (M-35) News, features on aviation activities, technical articles, photos. Edward P. Warner. Good rates, Pub.

**Highway Magazine**, Arco Culvert Mfrs. Assn., Middletown, O. (M) Articles on construction, operation, use of roads and streets 800 to 1200; cartoons. W. H. Spindler. 1c, photos \$1, Acc.

**Motorboat**, 63 Beekman St., New York. (M-20) Articles of practical interest to boat owners. Gerald T. White; E. S. Nelson, Associate. 5c to 3c, Pub.

**National Waterways Magazine**, Westinghouse Bldg., Pittsburgh, Pa. (M-35) River transportation features, 3000 to 5000, news, fillers, photos. John W. Black. 1c, photos \$2 to \$3, Pub.

**Popular Aviation**, 608 S. Dearborn St., Chicago. (M-25) Popularized aviation, mechanical articles, War experiences, true adventures 2500 to 3500; fact items, fillers 100 to 800. B. G. Davis. 5c to 1c, Pub., photos extra.

**Power Boating**, Penton Bldg., Cleveland, O. (M-25) Technical and semi-technical articles on power boating subjects. Indefinite rates, Acc.

**Rudder**, The, 9 Murray St., New York. (M-35) Illustrated fact articles on cruises, navigation, etc., 3000. Wm. F. Crosby. 1c, photos \$3, Pub. (Overstocked.)

**U. S. Air Services**, 727 Transportation Bldg., Washington, D. C. (M-25) Not in the market. E. N. Findley.

**Western Construction News**, 114 Sansome St., San Francisco, (M) Articles on all phases Western construction activity. J. L. Ballard. Varying rates.

**Western Flying**, 420 S. San Pedro St., Los Angeles. (M) Practical, helpful "how to" articles on aviation sales, service, production, or aircraft operation. Query on features. Robert J. Pritchard. 25c inch. Pub. (Overstocked.)

## BUSINESS, ADVERTISING, SALESMANSHIP

**Advertising Age**, 100 E. Ohio St., Chicago. (W-5) Spot news only, with illustrations. Murray E. Grain. 1c, Pub.

**American Business**, 4660 Ravenswood Ave., Chicago. (M-15) Material 97% staff-written, but buys occasional concrete examples of business success in manufacturing field. Query. Eugene Whitmore. \$35 for 2000 words, Pub.

**Bankers Magazine**, 465 Main St., Cambridge, Mass. (M) Authoritative bank management articles. Keith F. Warren. ½c up, Pub.

**Baron's**, 44 Broad St., New York. (W-25) Authoritative financial articles 500-2500. Cyril A. Player. Indefinite rates, Acc.

**Burrough's Clearing House**, 6071 2d Blvd., Detroit. (M) Query editor on bank operating and management articles. Henry J. Boone. 2 to 3c, Acc.

**Business Week**, 330 W. 42d St., New York. (W-20) Not in the market. Glenn Griswold.

**Commerce**, 1 N. LaSalle St., Chicago. (M-25) Invites queries on business articles from Middle West. Howard R. Smith. Rates variable (Overstocked.)

**Credit & Financial Management**, 1 Park Ave., New York. (M-25) Articles on general credit and financial problems. Chester H. McCall. 1c, Pub.

**Forbes Magazine**, 120 5th Ave., New York. (2M-25) New developments in business and finance—management, selling, merchandising, accounting, etc. 1500-2000. Seldom buys from outside writers. B. C. Forbes. Good rates, Acc.

**How to Sell**, 75 E. Wacker Drive, Chicago. (M-10) Articles about direct selling, unusually successful salespeople, 400 to 2500. R. C. Remington. ½c, Pub.

**Independent Salesman**, 22 E. 12th St., Cincinnati, O. (M-5) Illustrated interviews with and stories about people successful in direct selling up to 1200. Martin E. Siegel. ½ to 1c, photos \$1, Pub.

**Mail Order Journal**, 608 S. Dearborn St., Chicago. (M-10) Newspaper of mail order business. Limited amount of material from free-lances who can furnish specific case histories on mail-order activities. L. K. Jones. 1c, Pub. (Query.)

**Nation's Business**, The, 1615 H. St., N.W., Washington, D.C. (M-25) Business articles 2500. Merle Thorpe, Ed.; Raymond C. Willoughby, Mng. Ed. Good rates, Acc.

**Opportunity**, 919 N. Michigan Ave., Chicago. (M-10) Inspirational fiction and articles; success stories based on selling. Kenneth C. Smith. 1c, Acc.

**Postage and Mailbag**, 160 5th Ave., New York. (M-10) Direct-mail advertising articles. John Howie Wright. 1c, Pub. (Overstocked.)

**Printers' Ink**, 185 Madison Ave., New York. (W-10) (Also Printers' Ink Monthly-25) Advertising and business articles. G. A. Nichols, Ed.; C. B. Larabee, Mng. Ed. Good rates, Pub.

**Rand McNally Bankers Monthly**, 536 S. Clark St., Chicago. (M-50) Short technical articles from banker's standpoint, preferably signed by banker. John Y. Beaty. Good rates, Pub.

**Sales Management**, 420 Lexington Ave., New York. (2M) Articles on marketing, national scope, signed by executives. Buys little. Raymond Bill. 1 to 3c, Pub.

**Savings Bank Journal**, 110 E. 42nd St., New York. (M-35) Operation, advertising and promotion articles 1500-2000. J. C. Young. 1c, Pub.

**Signs of the Times**, P. O. Box 771, Cincinnati. (M-30) Electrical advertising, outdoor advertising and sign articles, illustrated 1000 to 1500. E. Thomas Kelley. ½c, Pub.

**Specialty Salesman**, Milwaukee, Wis. (Chicago Office, 307 N. Michigan Ave.) (M-10) Inspirational articles 1000 to 3000; human-interest short-stories 1000 to 3000; fact success articles of direct salesmen, 2000. Richard Milton. ½c, Acc.

**Trained Men**, 1001 Wyoming Ave., Scranton, Pa. (Q) Articles on industrial problems of interest to foremen, executives, 1000 to 2500; interviews 1000 to 2500. D. C. Vanderhook. 1c, Acc.

**Western Advertising**, 564 Market St., San Francisco. (M-20) Buys material only on special assignment. Robert E. Wade, Jr. 1 to 2c, Pub.

## BUILDING, ARCHITECTURE, LANDSCAPING, HOME DECORATING

**American Home**, The, 444 Madison Ave., New York. (M-10) Practical articles with illustrations pertaining to home, interior decoration, building, gardening, recipes, 1200 to 1500. Mrs. Jean Austin. Indefinite rates, Pub.

**Arts and Decoration**, (McBride, Andrews) 116 E. 16th St., New York. (M-35) Articles, photos, drawings describing distinctive homes; the arts, entertainment, decorating and furnishing accessories, household equipment. Mary Fantos Roberts. Varying rates, Pub.

**Better Homes & Gardens**, (Meredith) 1714 Locust St., Des Moines, Ia. (M-10) Practical garden, home-making articles 1500; brief short-stories. Elmer T. Peterson. 2c up, usual photo rates, Acc.

**Canadian Homes & Gardens**, (MacLean) 481 University Ave., Toronto, Canada. (M-25) Practical home and garden articles up to 2000, photos. J. Herbert Hodgins. 1c, Pub.

**Country Home**, The, 250 Park Ave., New York. (M-5) Articles on farming, home improvement, gardening, general features, 2500, mostly staff-written. Short-stories, authentic agricultural background and characters, up to 4500. Wheeler Millen. Good rates, Acc.

**Country Life**, 444 Madison Ave., New York. (M-50) Illustrated gardening, sport, interior decorating, country estates, travel articles 1000-1500; good photos essential. Mrs. Jean Austin. Indefinite rates, Pub.

**Home Desirable, The**, 224 N. La Salle St., Chicago. (M-free) Articles on home modernization through plumbing and heating 1000; cartoons, photos. W. L. Benson. 1 to 5c, Acc. or Pub. (Overstocked)

**House and Garden**, (Nast) Lexington at 43d, New York. (Richardson Wright. 1c up, Acc.)

**House Beautiful combined with Home & Field**, (Hearst) 572 Madison Ave., New York. (M-25) Articles on gardening, decoration, architecture up to 1500. Arthur H. Samuels. 2½c, Acc.

**Sunset**, 576 Sacramento St., San Francisco. (M-10) Western home building, gardening, vacation, foods and housekeeping, departmental items. Genevieve A. Callahan. Good rates, Pub.

**Town and Country**, 572 Madison Ave., New York. (2M-50) Not in the market. Harry A. Bull.

#### EDUCATIONAL

**Grade Teacher, The**, (Educ. Pub. Corp.) 419 4th Ave., New York. (M-30) Articles on methods in elementary grades; short-stories for little children up to 500. Florence Hale. ¾c, Pub.

**Industrial Arts and Vocational Education**, 407 E. Michigan St., Milwaukee, Wis. (M-25) Vocational articles. John J. Metz. ½c, Pub. (Overstocked.)

**Instructor, The**, 514 Cutler Bldg., Rochester, N. Y. (M-30) Prefers articles by teachers on school-room helps. Helen Milled Owen. Good rates, Acc.

**Journal of Education**, 6 Park St., Boston. (2M-20) Stories and articles of class-room experience 1000 to 2000. Isobel R. Lay. \$5 to \$10 per story, Acc.

**Practical Home Economics**, 468 4th Ave., New York. (M-20) Educational articles on home economics for teachers and by teachers 1500-2000. Jessie A. Knox. ¾c, Pub.

**School Activities**, Topeka, Kans. (M-20) Money-making plans, stunts, entertainment material, up to 2000. H. C. McKown. ¾c, Pub.

**School Management**, 9 E. 40th St., New York. (10 yearly-20) 200-word department items, administrative angle, helps for parent-teacher organizations. Lucile D. Kirk, Mng. Ed. \$1 each, Pub.

**Timely Teacher Topics**, 16-17 Hirschfeld Bldg., North Platte, Nebr. (M except June, July, Aug.) Short-stories up to 1000; articles along teaching lines, elementary and high school; verse, jokes. Mrs. J. L. Osment. ¾c, verse 5c line, Pub.

#### HEALTH, HYGIENE

**Forecast**, 6 E. 39th St., New York. (M-25) Scientific discussion of nutrition, child training; news articles on food and health progress 2000 to 3000. Alberta M. Goudiss. 1 to 1½c, Acc.

**Health and Hygiene**, 41 Union Squ., W., New York. Staff-written articles on health and medical subjects. Edward Adams; John Stuart. No payment.

**Hygiene, The Health Magazine**, 535 N. Dearborn St., Chicago. (M-25) Health and medical articles and stories for the layman. Dr. Morris Fishbein. 1c up, Pub.

**Industrial Medicine**, 844 Rush St., Chicago. (M-50) Authentic articles dealing with study of the economy, law, theory, practice and statistics of employer-employee medical matters. Invites queries. A. D. Cloud. 1c, Pub.

**Modern Medicine**, 84 S. 10th St., Minneapolis. (M-25) Terse, crisp, vivid news abstracts of medical subjects; photos, illustrations of medical interest. Justus J. Schifferes, M.A. ¾c up, photos \$3, Pub.

**Physical Culture**, (Macfadden) 122 E. 42d St., New York. (M-25) Health articles; self-told adventures in health, including mental health, personal problems, happiness, power of achievement, 3-5000; 12-15,000. Carl Easton Williams. Good rates, photos \$3 to \$5, Acc.

**Trained Nurse & Hospital Review**, 468 4th Ave., New York. (M-20) Articles on nursing, hospital, public health subjects 800 to 3200. Christmas fiction, Aug. 1. Meta Pennock. \$4 to \$5 per page (725 wds.), after Pub.

#### MUSICAL

**Choir Herald**, (Lorenz Pub. Co.) 3d and Madison Sts., Dayton, O. (M-15) Articles of interest to singers, choirs, music organizations 200 to 1800; sacred lyrics; librettos for seasonal cantatas; services, recitations, exercises, hymns; texts for religious music. Prof. Herman von Berger. ¾c, \$2 per lyric, Acc.

**Diaton**, 306 S. Wabash Ave., Chicago. (M-15) Articles on organs, organists, organ construction, church music, recital programs, reviews 100-1000. S. E. Gruenstein. \$2 to \$4 col., Pub.

**Etude Music Magazine**, 1712 Chestnut St., Philadelphia. (M-25) Articles on musical pedagogics 150 to 2000; art work, cartoons. James Francis Cooke. \$4 column (600 words), Pub.

**Jacobs' Orchestra Monthly**, also **Jacobs' Band Monthly**, 120 Boylston St., Boston. (M) Educational articles for school and community orchestras and bands. Arthur C. Morse. 25c line, Pub.

**Metronome**, 113 W. 57th St., New York. (M-25) News of popular bands and orchestras; staff written. Doron K. Antrim, 1c, Pub.

**Musical America**, 113 W. 57th St., New York. (M and 2-M-20) Music articles 1500 to 2000. A. Walter Kramer. Indefinite rates, Pub.

**Musical Courier**, 113 W. 57th St., New York. (M-20) Informational articles of interest to musicians 2500. Leonard Liebling. 1c, 60 days after Pub.

**Musical Forecast**, 1090 Union Trust Bldg., Pittsburgh, Pa. (M-20) Informational articles of interest to musicians and laymen. David H. Light. \$1 per column, Pub.

**Musical Quarterly**, 3 E. 43d St., New York. (Q-75) Musical aesthetics, history articles. Carl Engel. About \$4 page, Pub.

**Musician**, 15 E. 39th St., New York. (M-25) Feature music material. A. N. de Vore. No payment.

**Tempo**, 152 W. 42d St., New York. (M) Short human-interest articles on music and musicians. Miss Isabel Lowden. 1c, Pub.

#### RELIGIOUS

**Adult Bible Class Monthly**, (Methodist Book Concern) 420 Plum St., Cincinnati, O. (M-10) Religious, rural, peace articles 1200-1600; verse 2 or 3 stanzas, news of temperance movement, significant Bible-class activities. Jonathan B. Hawk. ¾ to 1c, verse \$3 to \$10, photos \$2.50 up, Pub.

**Ave Maria, The**, Notre Dame, Ind. (W-10) Short-stories 2800-3000; serials, 15 to 20 3000-word chapters; articles on Catholic and other themes 3000; poems not over 24 lines. Juvenile adventure short-stories, serials, wholesome but not preachy. Rev. P. J. Carroll, C.S.C. \$3 page, poems \$5, Pub.

**Canadian Messenger, The**, 160 Wellesley Crescent, Toronto, Ont., Canada. (M-10) Short-stories, Catholic atmosphere, 3000; no love stories; articles, Catholic interest, 1000-3000. Rev. J. L. Bergin, S.J. ¾c, Acc.

**Christian Advocate, The**, (Methodist Book Concern) 150 5th Ave., New York. (W-10) Religious feature articles 1000; short-stories 1500; serials 20,000. ¾c, Pub.

**Christian Herald**, 419 4th Ave., New York. (M-20) Interdenominational religious, sociological articles with photos; short-stories 1000-3000; verse. Daniel A. Poling. Varying rates, Pub.

**Church Business Duplex Envelope Co.**, Richmond, Va. (Bi-M) Articles with or without illustrations on church plans, programs, etc., up to 800; religious fillers, jokes. Mary M. Cocke. Varying rates, jokes \$1, Pub.

**Cradle Roll Home, The**, 161 8th Ave., N. Nashville, Tenn. (Q) Articles for parents of pre-school age children 150-800, fact items. Agnes Kennedy Holmes. ¾c, Acc.

**Improvement Era, The**, 50 N. Main St., Salt Lake City, Utah. (M-20) Organ of Mormon Church. Moral short-stories 3000; serials 30,000; domestic, religious, educational articles, essays, 1000-2000; verse 4-30 lines; fillers. Richard L. Evans. ¾c, Pub.

**Living Church, The**, 1801 W. Fond du Lac Ave., Milwaukee. (W-10) Short illustrated articles on religious and social subjects, Episcopal viewpoint, 1000 to 2000. C. P. Morehouse. \$1.50 column, Acc. Religious verse, no payment.

**Lookout, The**, Standard Pub. Co., 8th and Cutter Sts., Cincinnati. (W-5) Articles on Christian education, adult Sunday school work 1800 to 2200; wholesome short-stories 1500 to 2000. serials up to 12 chapters, 1500 to 2000 each. Photos, upright, 8x10, scenic, human-interest. Guy P. Leavitt. ¾c, photos \$1 to \$5, one month after Acc.

**Magnificat**, 131 Laurel St., Manchester, N. H. (M-25) Catholic articles, short-stories, serials, verse. Indefinite rates, Acc.

**Messenger of the Precious Blood**, Carthagena, Ohio. (M-10) Catholic short-stories, articles 2000-2500; verse. Father Charles J. Davitt, C.P.P.S., Rev. M. J. Foltz, C.P.P.S. ¾c, verse 25c line, Pub.

**Messenger of the Sacred Heart**, 515 E. Fordham Rd., New York. (M-10) Catholic short-stories up to 4000; religious verse. Rev. Charles J. Mullaly, S.J. Good rates, Acc.

**New Outlook, The**, United Church of Canada, 299 Queen St. W., Toronto, Canada. (W-10) Articles on religious and international problems, travel, art, etc., short-stories 1000 to 1200; verse; children's material. W. B. Creighton. ¾c, Acc.

**Progress, Unity School of Christianity**, 917 Tracy Ave., Kansas City, Mo. (M-15) Solution of personal and world problems from standpoint of Christ teachings. Short-stories 1500 to 3500; articles 500 to 1500; poetry 4 to 16 lines. Ernest C. Wilson. 1c up, verse 25c line up, Acc. (Overstocked on verse.)

**Queen's Work, The**, Jesuit Fathers, 3742 W. Pine Blvd., St. Louis, Mo. (M) Catholic interests; short-stories, articles, 1200 to 2000; editorials; photos; news items, cartoons, cartoon ideas. Rev. Daniel A. Lord, S.J. 1c, Pub.

**Sign, The**, Union City, N. J. (M-20) Catholic articles, essays, short-stories up to 3200; verse. Rev. Theophane Maguire, C.P. 1c, Acc.

**Sunday School Times**, 323 N. 13th St., Philadelphia. (W) Religious articles, verse. Charles G. Trumbull. ¾c up, Acc.

**Sunday School World**, 1816 Chestnut St., Philadelphia. (M-10) Articles for teachers in one-room rural Sunday-schools up to 1200. Arthur M. Baker. ¾c, Acc.

**Union Signal, The**, Evanston, Ill. (W-5) Short-stories, short serials, on value of total abstinence; also on peace. About 1/3c, Pub.

**Unity, also Weekly Unity**, 917 Tracy Ave., Kansas City, Mo. and W) Christian metaphysical articles 1500 to 2500, religious verse 8 to 24 lines. Charles Fillmore. 1c up, verse 25c line up, Acc.

#### SCIENTIFIC, TECHNICAL, RADIO, MECHANICS

**All-Wave Radio**, 16 E. 43d St., New York. (M-25) Technical radio articles 1000 to 1500. M. L. Muhleman. 1c, Pub.

**Electricity on the Farm**, 24 W. 40th St., New York. (M-10) Actual experience stories, illustrated, on uses of central station electricity on the farm, up to 1000. Fred Shepperd. 1½c, Acc. (Overstocked.)

**Everyday Science & Mechanics**, (Gernsback) 99 Hudson St., New York. (M-10) Constructional and experimental articles up to 2000. H. Gernsback. ¾c up, photos \$2 up, Pub. (Slow.)

**Homecrafts and Hobbies**, 142 W. 24th St., New York. (M-10) Homecraft articles 1000, drawings, photos. Eric Berger. ¾c to 1c, Pub.

**Home Craftsman, The**, 63 Park Row, New York. (Bi-M-15) "How-to-make-it" articles of interest to home craftsmen, 300 to 1200; photos or drawings essential; home improvement fillers, 150. H. J. Hobbs. 1 to 2c, photos \$2 up, Pub.

**Illustrated Mechanics**, 1411 Wyandotte St., Kansas City, Mo. (M-5) Exclusively a home workshop-homecraft magazine featuring "how-to-make-it" articles 500-1500. Homecraft articles for women. E. A. Weishaar. ¾ to 1c, photos or drawings \$1 to \$3, 30 days after Acc.

**Mechanics and Handicraft**, (Standard) 22 W. 48th St., New York. (M-15) Popular scientific miscellany; construction, how-to-make-it, experimental, hobbies material. Joseph H. Kraus. 1c, Acc. for features, Pub. for shorts.

**Model Airplane News**, 551 5th Ave., New York. (M-20) Model airplane construction articles 2500. 1c, Pub.

**Model Craftsman, The.** 33 W. 42nd St., New York. (M-25) Never buys unsolicited manuscripts.

**Modern Mechanix and Inventions,** 22 W. Putnam Ave., Greenwich, Conn. (M-15) Popularly illustrated mechanical, scientific, adventure articles up to 2000, fact items with photos; construction ideas for amateur workshop fans; outdoor sports photos; inventions, home hobbies. William J. Kostka. Good rates, photos \$3 up, Acc.

**Nature Magazine,** 1214 16th St., Washington, D. C. (M-35) Illustrated nature articles 1500 to 2000; fillers with pictures 100 to 400; no poetry. R. W. Westwood. 1 to 5c. Acc. (Overstocked.)

**Popular Mechanics,** 200 E. Ontario St., Chicago. (M-25) Illustrated articles on scientific, mechanical, industrial, discoveries; human interest and adventure elements, 1 to 20 photos, 300-1500; fillers up to 250. L. K. Weber. 1 to 10c; photos \$3 up, Acc.

**Popular Science Monthly,** 353 4th Ave., New York. (M-15) Non-technical illustrated articles on scientific, mechanical, labor-saving devices, discoveries, under 2000. Raymond J. Brown. 1c up to 10c, photos \$3 up, Acc.

**Scientific American,** 24 W. 40th St., New York. (M-35) Humanized articles on science, industry, engineering, inventions. O. D. Munn. Varying rates, Acc.

**Scientific Progress,** (Modern Scientific) 310 Riverside Drive, New York. (M-25) Popular scientific articles on health, psychology, achievement. Dagobert D. Runes, Ph.D. Rarely pays.

**Scientific Psychology,** 4238 Clarendon Ave., Chicago. (M-23) Scientific articles on psychology 1500-3000; timely items. D. J. Foard. No payment.

**Short Wave Radio,** 1123 Broadway, New York. (M) Technical radio material on short wave receivers and transmitters, illustrated, 1000-3000. Robert Herzberg. 1c. Pub.

#### SPORTING, OUTDOOR, HUNTING, FISHING

**Alaska Sportsman, The,** Ketchikan, Alaska. (M) Short stories, Alaska interest, 2000-5000; outdoor fact articles; Alaska sport cartoons, photos. Emery F. Tobin. 1/4c. Pub.

**American Rifleman, The,** 816 Barr Bldg., Washington, D. C. (M-25) Authentic illustrated gunsmithing, shooting, ammunition, ballistic articles, hunting stories, preferential 3000. Lawrence J. Hathaway. About 1c. Pub. (Overstocked.)

**Baseball Magazine, The,** 70 5th Ave., New York. (M-20) Major league baseball articles, verse. F. C. Lane. 1/4c. Pub.

**Field and Stream,** (Warner) 578 Madison Ave., New York. (M-25) Illustrated camping, fishing, hunting, sportsmen's articles, 2500-3000. Ray P. Holland. 1c up, Acc.

**Fur-Fish-Game,** 174 E. Long St., Columbus, O. (M-15) Fishing, hunting, fur-raising articles by practical authorities; true Indian and frontier day stories 3000-5000. A. V. Harding. 1/2 to 1c. Acc.

**Hunter-Trader-Trapper,** 386 S. 4th St., Columbus, O. (M-25) Fur-farming, trapping, hunting-dog, fishing articles, outdoor photos. Otto Kuechler. Low rates, Pub. (Overstocked.)

**National Bowlers Journal and Recreation Age,** 506 S. Wabash Ave., Chicago. (M-25) Articles on bowling, billiards, softball, lawn bowling, hockey; short-stories; photos; news items; cartoons. J. M. Luby. 1c. Pub.

**National Sportsman,** 75 Federal St., Boston. (M-10) Hunting and fishing articles. Low rates, Pub.

**North American Trapper,** Box 663, Charleston, W. Va. (M) Stories, articles, filler, poems, concerning trapping. Charley West. Indefinite rates.

**Outdoor Life,** 353 4th Ave., New York. (M-15) Articles on outdoor activities, sportsmen's interests, up to 3000. Raymond J. Brown. Up to 10c; \$3 up for photos, kinks, shorts, Acc.

**Pacific Sportsman,** 401 Sansome St., San Francisco. (M) Outdoor, fishing, hunting, boating, canoeing, camping articles 500-1500; outdoor poetry up to 16 lines. John C. Piver. No payment.

**Post Time,** 443 Plymouth Court, Chicago. (M-25) Articles dealing with horse racing; short-stories up to 2500; serials. Mark Meilen. Fiction 1/4c, articles 1 to 1/4c. Pub.

**Scholastic Coach,** 250 E. 43d St., New York. (M-25) Technical articles on football, basketball, track, field, 1000, for high and prep schools; photos, drawings. Jack Lippert. 1c. Pub.

**Sports Afield and Trails of the Northwoods,** 700 Phoenix Bldg., Minneapolis. (M-15) Stories of actual fishing, hunting trips 1500-2000, good photos. P. K. Whipple. 1 to 2c. Pub.

**Sports Illustrated and the American Golfer,** 432 4th Ave., New York. (M-25) Articles on all types of sport up to 1400; news items, fillers, photos, cartoons, very little fiction. Ronald Kirkbride. Indefinite rates, Pub.

**Sportsman, The,** 8 Arlington St., Boston. (M-50) Articles on special aspects of amateur sports, fox-hunting, polo, yacht racing, gunning, fishing, etc., 1500-2500. Prefers query. Richard Ely Danielson. Indefinite rates, photos \$3, Pub.

**Southern Sportsman, The,** 1906 Speedway, Austin, Tex. (M-10) Articles and short-stories on hunting, fishing, especially of the old South, up to 2500. J. Austin Small. At present asking for material gratis.

**Turf & Sport Digest,** 511 Oakland Ave., Baltimore, Md. (M-35) Articles on running horse-racing 2500-5000; racing short-stories up to 5000; serials up to 20,000, especially racing fiction. Edgar G. Horn. 1/4c. Pub. or Acc.

#### THEATRICAL, MOTION PICTURE, RADIO, "FAN" MAGAZINES

**Billboard,** The, 1564 Broadway, New York; 25 Opera Pl., Cincinnati, O. (W-15) Amusement articles on assignment only. A. C. Hartmann, E. E. Sugarman. Space rates, Pub.

**Greater Show World,** 1547 Broadway, New York. (2-M-10) Articles, short-stories, novelties, fillers, on show people, theatrical business. Johnny J. Kline. 1/4c. Pub.

**Hollywood Magazine,** (Fawcett) 7046 Hollywood Blvd., Hollywood, (M-5) Film articles on assignment; fillers, photos. Jack Smalley. Liberal rates, Acc.

**Modern Screen,** (Dell) 149 Madison Ave., New York. (M-10) Movie fan personality, general articles 1500-2000; fillers, news items. Regina Cannon. Good rates, Acc.

**Motion Picture Magazine,** (Fawcett) 1501 Broadway, New York. (M-10) Articles on motion pictures and stars, usually on assignment. Laurence Reid. Good rates, Acc.

**Movie Action Magazine,** (S. & S.) 79 7th Ave., New York. Novelized movie stories written on order; buys fact and feature material. John L. Nanovic; Robert C. Sidman, associate. 1c. Acc.

**Movie Classic,** (Fawcett) 7046 Hollywood Blvd., Hollywood, Calif. (M-10) Articles on motion pictures and stars, usually on assignment, 1800 to 2500. Occasional articles on famous women in allied fields; smart short-stories. Eric Ergenbright. Good rates, Acc.

**Movie Mirror,** (Macfadden) 7751 Sunset Blvd., Hollywood, Calif. (M-10) Motion-picture fan material only on assignment. Ruth Waterbury; Walter Ramsey, N. Y. editor. Good rates, Acc.

**Photoplay,** (Macfadden) 7751 Sunset Blvd., Hollywood, Calif. (M-25) Motion picture articles; short-stories; serials. Miss Ruth Waterbury. Good rates, Acc.

**Picture Play Magazine,** (S. & S.) 79 7th Ave., New York. (M-15) Articles 1200-1500 of interest to motion-picture enthusiasts, usually on assignment. Norbert Lusk. Indefinite rates, Acc.

**Radio Stars,** (Dell) 149 Madison Ave., New York. (M-10) Fan stories, lives of radio personalities up to 2000. Lester C. Gray. Good rates, Acc.

**Romantic Movie Stories,** (Fawcett) 1501 Broadway, New York. (M) Motion-picture fiction. Ralph Daigh. Good rates, Acc.

**Screen Book,** (Fawcett) 7046 Hollywood Blvd., Hollywood, Calif. (M-10) Short news articles on popular screen favorites, usually on assignment. Carl A. Schroeder. Liberal rates, Acc.

**Screenland,** 45 W. 45th St., New York. (M-25) Motion-picture feature articles. Delight Evans. Fair rates, Pub.

**Screen Play,** (Fawcett) 7046 Hollywood Blvd., Hollywood, Calif. (M-10) Authentic articles of interest to movie fans, usually on assignment. Murphy McHenry. Liberal rates, Acc.

**Silver Screen,** (Screenland Mag., Inc.) 45 W. 45th St., New York. (M-10) Articles only about movie stars and pictures. Elliott Keen. Highest rates, Pub.

**Theatre Arts Monthly,** 40 E. 49th St., New York; 2 Ladbrooke Rd., London, W. 11, England. (M-50) Articles on theatre and associated arts 1800 to 2500; verse. Edith J. R. Isaacs. 2c. Pub.

**Variety,** 154 W. 46th St., New York. (W-15) Theatrical articles, news, staff-written. Sidne Silverman. Space rates.

#### TRADE JOURNALS—MISCELLANEOUS

**American Artisan,** 6 N. Michigan Ave., Chicago. (M) Merchandising articles with illustrations on experiences in warm-air heating and sheet metal work. J. D. Wilder. \$3.50 to \$10 page.

**American Baker,** The, 118 S. 6th St., Minneapolis. (M-10) Short success stories; baking innovations; examples of good merchandising. 1/2c and up, Acc.

**American Builder and Building Age,** 105 W. Adams St., Chicago. (M-25) Articles on activities of home-building contractors. B. L. Johnson. \$10 page, Pub.

**American Druggist,** 572 Madison Ave., New York. (M) News features 200-1000; photos. Howard Stephenson. High rates, Acc.

**American Hairdresser,** 386 4th Ave., New York. (M-35) Trade News. 1c. Pub.

**American Ink Maker,** 254 W. 31st St., New York. (M) News of printers' ink manufacturers and distributors. Low rate, Pub.

**American Lumberman,** 431 S. Dearborn St., Chicago. (B-W) News and features of lumber and building materials industry. A. L. Ford. \$3.50 column, Pub.

**American Paint & Oil Dealer,** 3713 Washington Blvd., St. Louis. (M) Retail paint selling articles, illustrated. Arthur A. Foss. Good rates, Pub. (Overstocked.)

**American Painter & Decorator,** 3713 Washington Blvd., St. Louis, Mo. (M-10) Accurate, descriptive articles on unusual decorating jobs, photos. Query. George Boardman Perry. Up to 1c. Pub.

**American Paper Merchant,** 1911 Conway Bldg., Chicago. (M) News and features regarding paper merchants. F. G. Pulley. Mng. Ed. 1/2c up, Acc.

**American Perfumer & Essential Oil Review,** 9 E. 38th St., New York. (M-30) Technical, scientific articles on perfumes, cosmetics, soaps, etc., articles on merchandising and advertising of same from manufacturer's standpoint; news items on manufacturers. S. L. Mayham. Indefinite rates, features, Acc.; news, Pub.

**American Printer,** The, 9 E. 38th St., New York. (M-25) Technical articles for printing-plant executives, mostly written to specification. L. B. Siegfried. 1c. Pub.

**American Restaurant Magazine,** 5 S. Wabash Ave., Chicago. (M-25) Largely staff-prepared. H. C. Siekman.

**American Silk & Rayon Journal,** 373 4th Ave., New York. (M-25) Articles on silk, rayon, textile industry 1500-3000. H. W. Smith. \$6 per 1000, Pub.

**Amusement Park Management,** 404 4th Ave., New York. (M-25) Constructive articles on general amusement park operation, with photos. S. Hoffman. 1c, photos \$1.50, Pub.

**Art of Mosaics & Terazzo,** 400 W. Madison St., Chicago. Articles on use and sale of mosaics and terazzo work. R. B. Birch, Jr. 1c, photos \$2, Pub. (Very slow.)

**Autobody Trimmer and Painter,** 128 Opera Place, Cincinnati. (M-20) Limited market for technical and merchandising articles of the trade. John R. Warrington. 1/4c, Pub.

**Automatic Heat & Air Conditioning,** 1900 Prairie Ave., Chicago. (M) Articles on firms selling automatic heat and air conditioning equipment. Good rates, Pub.

**Automatic World**, 120 St. Louis Ave., Ft. Worth, Tex. (M) News and features pertaining to vending machines. O. J. Branch. 20c column inch, Pub.

**Automobile Digest**, 22 E. 12th St., Cincinnati. (M-25) Methods and management articles of interest to service garage men. Ray Kuns. Indefinite rates, Acc.

**Automobile Trade Journal**, Chestnut and 56th, Philadelphia. (M-25) Features based on interviews with successful automobile dealers. Don Blanchard. 1c up, Pub.

**Automotive Daily News**, 5th Floor, New Centre Bldg., Detroit, Mich. News correspondents in towns and cities of importance. Chris Sinsbaugh. 20c inch, photos \$1.50, Pub.

**Automotive Merchandising**, 97 Horatio St., New York. (M) Articles of interest to car dealers, garages, service stations, independent shops, up to 1000. Photos. Stanley P. McMinn. 1c, Pub.

**Bakers' Helper**, 330 S. Wells St., Chicago. (Bi-W-25) Business-building plans for bakers, technical articles, chiefly supplied by staff. V. E. Marx. 35c inch (73 words), Pub.

**Bakers Weekly**, 45 W. 45th St., New York. (W-10) News correspondents in principal cities. Bakery features, selling ideas, window displays. Albert Klopfel. Space rates, Pub.

**Bakers Review**, 330 W. 42d St., New York. (M) Successful merchandising plans of bakers, technical articles of the trade. C. W. Webster. 20c inch, Pub. (Buy's little.)

**Beach and Pool**, 404 4th Ave., New York. (M-25) Illustrated articles on swimming and beach operation, management, swimming-pool design, construction, sanitation, etc. 1000. 1c up, photos \$1.50 up, Pub. (Overstocked.)

**Black Diamond**, The, 431 S. Dearborn St., Chicago. (Bi-W-20) Practical method articles in the coal industry. A. T. Murphy. 1c up, Pub.

**Bookbinding Magazine**, 50 Union Square, New York. (M) News of trade. Query on features. D. M. Gilxon. 3c to 1c, Pub.

**Boot & Shoe Recorder**, 239 W. 39th St., New York. (W-25) "Success" stories from retail shoe stores; news. Regular correspondents. Arthur D. Anderson. 1c, Pub.

**Boys' Outfitter**, 175 5th Ave., New York. (M) Interviews with boys' department buyers. Regular correspondents. Ivan Block. 25c column inch, Pub.

**Brewer and Dispenser**, 501 Maritime Bldg., Seattle, Wash. (M) News, features, Pacific coast beer industry. Indefinite rates.

**Brewers' Journal**, 431 So. Dearborn St., Chicago. (M) News and features of the brewing industry. H. S. Rich. Indefinite rates, Pub.

**Brewery Age**, 43 E. Ohio St., Chicago. (M-30) News and features of the brewing industry. Jos. Dubin. Indefinite rates, Pub.

**Brick & Clay Record**, 59 E. Van Buren St., Chicago. (M-50) News and features of brick and clay industry. Regular correspondents. H. V. Kaepel. Mng. Ed. 1c up, Pub.

**Building & Modernization**, 9 E. 40th St., New York. (M-25) Articles dealing with unusual building or building modernization jobs, with photos and plans, 500-2000. H. S. Verman. \$10 page, Pub.

**Building Supply News**, 59 E. Van Buren St., Chicago. (M-30) News of lumber and building supply dealers, 100 words maximum; reports of conventions; 200-300 word articles for departments, "Practical Aids to Profit," and "Yard Kinks." John H. Van Deventer, Jr. 40c inch, Pub.

**Bus Transportation**, 330 W. 42d St., New York. (M-35) Practical bus operation articles 1500, 2 or 3 photos. C. W. Stocks. 3c, Acc. News items, first 100 words 2c, bal. each item 3c.

**Casket & Sunnyside**, 487 Broadway, New York. (M-25) Interviews with morticians on mortuary management. Seabury Quinn. 3c, Pub. (Query first.)

**Ceramic Industry**, 59 E. Van Buren St., Chicago. (M-30) News items, pottery, glass, enamel plants, executives, sales campaigns, production activity. H. V. Kaepel. 1c, Pub.

**Chain Store Age**, 93 Worth St., New York. (M-35) Feature articles, assignment only. G. M. Lebar. About 1½c, Pub.

**Chain Store Management**, 18 E. 41st St., New York. (M-20) Food chain miscellany. Glenn C. Compton. (Out of market.)

**Cleaning and Dyeing World**, 330 W. 42d St., New York. (M) Technical articles, merchandising, advertising, window display, success stories. A. R. Kates. About 3c, Pub.

**Commercial Car Journal**, Chestnut and 56th Sts., Philadelphia. (M-25) Articles on servicing and operating methods of truck fleet operators, particularly methods for effecting economies 1500. George T. Hook. Minimum for feature, \$25, Pub.

**Confectionery and Ice Cream World**, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Fair rates, Pub.

**Concrete Products**, 330 S. Wells St., Chicago. (Bi-M) Illustrated articles on manufacture, marketing and uses of pre-cast concrete products 500-1500. Brod Nordberg. \$10 page, Pub.

**Confectioners Journal**, 437 Chestnut St., Philadelphia. (M) Illustrated articles on wholesale candy manufacturing companies, describing production methods or merchandising policies from manufacturer's point of view. Eugene Pharo. Up to 1c, photos \$1 to \$3, Acc.

**Confectioners News**, 437 Chestnut St., Philadelphia. (M) Illustrated articles, 1000 (or less) on jobbing confectionery businesses, showing how named jobbers employ profitable methods or policies. Stories showing how candy jobbers assist retailers in display and disposal of confections. Eugene Pharo. Up to 1c, photos \$1 to \$3, Acc.

**Corsets & Brassieres**, 267 5th Ave., New York. (M) Query on department or specialty shop features. J. H. Bowman. 3c, Pub.

**Corset & Underwear Review**, 1170 Broadway, New York. (M-35) Articles, buyer news, feature articles for corset and brassiere departments, specialty shops. Louise Campe. 3c, Pub.

**Cracker Baker**, The, 45 W. 45th St., New York. (Chicago office, 360 N. Michigan Ave.) (M-20) Stories pertaining to biscuit and cracker industry; plant write-ups; sales stories; practical or technical articles; human-interest and success stories.

Query. L. M. Dawson. 30 to 50c inch, Pub.

**Crockery and Glass Journal**, 1170 Broadway, New York (M) Illustrated articles on china and glass sales promotion stunts by retail stores, 1000; interviews with buyers; merchandising stories; news items; photos. John Regan. 3c, Pub.

**Dairy Produce**, 110 N. Franklin St., Chicago. (2M-15) Limited market for illustrated features on processing and merchandising of dairy products. C. S. Paton. Up to 1c, Pub.

**Dairy World**, 608 S. Dearborn St., Chicago. (M-10) Merchandising and improved quality of product articles of proved merit; new or remodeled plant articles on dairy plants (milk, ice-cream, butter, cheese, dairy by-products); articles on milk products preferred, 500 to 2000, with photos, ads. E. C. Ackerman. 1c, ads \$1, photos \$1 to \$3, Pub.

**Decorative Furnisher, The**, 381 4th Ave., New York. (M) Illustrated articles of interest to interior decorators, decorative departments in high-class department stores, home furnishers, and retailers. Good rates, Pub. (Overstocked.)

**Diesel Digest**, 304 S. Broadway, Los Angeles. (M-25) Occasional articles 1000 to 2000, descriptive of new Diesel usages or novel installations. Illustrations. A. L. Hancock. ½ to 1½c, photos, 50c and \$1, Pub.

**Diesel Power**, 192 Lexington Ave., New York. (M-35) Articles on economics of Diesel plant operation 2000; photos. Lacey H. Morrison. 1c, Pub.

**Diesel Transportation**, (Supplement to Diesel Power) 192 Lexington Ave., New York. Illustrated articles on use of Diesel engines in locomotives, rail cars, tractors, etc. Lacey H. Morrison. 1c, Pub.

**Distribution & Warehousing**, 249 W. 39th St., New York. (M-30) Articles of interest to national distributors who use public merchandise and cold-storage warehouses. Kent B. Stiles. 3c up, photos \$2, Pub.

**Domestic Engineering**, 1900 Prairie Ave., Chicago. (M-25) Plumbing, heating, and air conditioning trade merchandising and technical articles up to 3000. R. V. Sawhill. 1c, Pub.

**Drapery Profits**, 420 Lexington Ave., New York. (M-35) Authenticated articles on selling and advertising decorative fabrics, photos. J. Loucks. 1c, photos \$3, Pub.

**Dress Accessories**, 1170 Broadway, New York. (M) News and features of interest to buyers of gloves, laces, handkerchiefs, costume flowers, etc. Irene Parrott. 3c, Pub. (Not in market.)

**Druggists' Circular**, The, 12 Gold St., New York. (M-25) Druggist success stories. R. W. Rodman. Indefinite rates, Pub.

**Drug Topics**, 330 W. 42d St., New York. (W-10) Retail drug trade. Dan Renwick, Mng. Ed. 1c, Pub.

**Drug Trade News**, 330 W. 42d St., New York. (Bi-W) News of manufacturers in drug and toilet goods fields. Dan Renwick, Mng. Ed. Indefinite rates.

**Drug World**, 572 Madison Ave., New York. (E.O.W.) News covering manufacturing and wholesaling activities in drug, cosmetics and soda fountain fields. Regular correspondents. Stewart Schackne. 1c, Acc.

**Drycleaning Progress**, 120 St. Louis Ave., Ft. Worth, Texas. (M) News and features of trade in Southern states. V. E. Martin. 3c, Pub. (Not buying.)

**Dry Goods Economist**, 239 W. 39th St., New York. (Bi-M-15) Articles of specific interest to department store held, up to 750. C. K. MacDermit, Jr., Mng. Ed. 1½c, photos \$2, special rates on best material, month after acceptance.

**Dry Goods Journal**, 507 W. 10th St., Des Moines, Ia. (M) Only outstanding merchandising articles about store departments bought. Largely staff-written. K. I. Boreman. 1c, Acc.

**Editor & Publisher**, 1700 Times Bldg., New York. (W-10) Daily newspaper trade articles, news items. Marlen E. Pew. \$2 col. up, Pub.

**Electrical Dealer**, 360 N. Michigan Ave., Chicago. Illustrated features, "shortcircuit" on merchandising electrical and radio appliances. Stanley A. Dennis. 1c, Pub.

**Electrical South**, Grant Bldg., Atlanta, Ga. (M-10) News and features of interest to electric power companies, electrical contractors, dealers, wholesalers of the South. S. R. McGillis. 3c, Pub.

**Electrical Wholesaling**, 330 W. 42d St., New York. (M-25) Large staff-written. Query editor on possible features. E. T. Rowland. Good rates, Pub.

**Electrical Refrigeration News**, 5229 Cass Ave., Detroit, Mich. (W-10) Informative articles on servicing of refrigerating machines, successful merchandising ideas and practices for electrical appliances, technical descriptions of air conditioning installations; news of more than local importance; human-interest photos. George F. Taubeneck. 1c, Pub.

**Excavating Engineer**, S. Milwaukee, Wis. (M-25) Semi-technical articles on excavation by power shovel, dragline, dredge, clam shell, excavating contracts, open pit mining, quarry, drainage 500-2000. Arnold Andrews. 1c, photos \$1, cartoons on shovel subjects \$1 to \$2, Pub. (Query.)

**Factory Management & Maintenance**, 330 W. 42d St., New York. (M) Query editor on articles on factory management and maintenance methods. L. C. Morrow. Good rates, Pub.

**Federated Automotive Service News**, 223 S. Waverly Drive, Dallas, Tex. (2M-10) Short news items pertaining to local trade associations of auto repair men, tire and battery men, gas and oil retailers, etc. Overstocked. File name for possible assignment. C. C. Hayley. 1c, Pub.

**Feed Bag**, The, 210 E. Michigan St., Milwaukee. (M-25) Articles on merchandising ideas used by feed dealers (quote figures) 750 to 1000. David K. Steenbergh. 1c, Pub.

**Feedstuffs**, 118 S. 6th St., Minneapolis. (W-5) Articles on merchandising, cost accounting, general business practices, applicable to the feed trade, preferably from midwest and northern states. Harvey E. Yantis. 3c, Acc.

**Film Daily**, 1650 Broadway, New York. (D) News of the industry. J. W. Alcock. Space rates.

**Fine Furniture**, Association of Commerce Bldg., Grand Rapids, Mich. (M) Illustrated style and merchandising features concerning furniture trade; merchandising shorts. Rod McKenzie. 3c, Pub.

**Fishing Gazette**, 461 8th Ave., New York. (M-25) Illustrated articles on all branches of commercial fishing (no sport fishing). Prefers preliminary outline. Carroll E. Pellissier. 1c, news 25¢ inch, photos \$1, Pub.

**Food Field Reporter**, 330 W. 42d St., New York. (Bi-W) News of food and grocery product manufacturers. Dan Renick. 1c, Dept. items, 10¢ line, Pub. Basic editorial policy relating to contributors disapproved by The Author & Journalist.

**Ford Dealer and Service Field**, 407 E. Michigan St., Milwaukee. (M-25) Ford trade articles preferably under 200, on selling, service, parts merchandising, administration. Ford super-service station operation. 1c, Acc.

**F.T.D. News**, 251 W. Larned St., Detroit. (M) Florists' trade news from regular correspondents. M. Bloy. Fair rates, Pub.

**Furniture Age**, 2225 Herndon St., Chicago. (M-50) Illustrated merchandising shorts and home furnishing trend articles 100 to 1500, on re furniture, rugs, draperies, refrigeration, washing machines, radios, toys; featuring outstanding promotions, new stores, model houses, unusual merchandising methods. Only well illustrated material accepted. J. A. Gary. 1c, photos \$2, Pub.

**Furniture Index**, Jamestown, N. Y. (M) Features and shorts on furniture merchandising. L. M. Nichols. 1c, Pub. (Slow to pay.)

**Furniture Record**, 342 Madison Ave., New York. (Q) Feature articles of interest to furniture trade. William C. Pank. Indefinite rates.

**Gas Age Record**, 9 E. 38th St., New York. (W) Articles and news of gas companies; interviews with public utility heads. H. O. Andrew. 1c, Pub.

**Gayer's Stationer and Business Equipment Topics**, 260 5th Ave., New York. (M) Brief feature articles in stationery, office equipment, allied fields, with photos, giving novel sales promotion ideas, window display, advertising, etc., based on actual interviews. Thos. V. Murphy. \$5 each, Pub.

**Gift & Art Buyer**, 260 Fifth Ave., New York. (M) Brief interviews, illustrated, on gift and art, home decorative accessories, greeting card, allied fields, promotion methods, advertising, etc. Thomas V. Murphy. \$5 each, Pub.

**Gloves**, Gloversville, N. Y. (M-25) Very limited market for news and features of the retail and wholesale glove trade. Bethune M. Grant, Jr. 1c, Pub.

**Hardware Age**, 239 W. 39th St., New York. (2-M-15) Illustrated features on retail hardware stores. Charles J. Heale. \$12 page (about 1½ to 2c per word), Pub.

**Hardware Retailer**, E. Washington Bldg., Indianapolis. (M) Illustrated hardware merchandising features. Rivers Peterson. 1c, Pub.

**Hardware World**, Burnham Bldg., 160 N. LaSalle St., Chicago. (M) Limited market for hardware merchandising stories, also housewares, china, glass 200-1000. Henry E. Ashmun. 1c, photos \$1, 30 days after Pub.

**Hat Life**, 1123 Broadway, New York. (M) Query on hat trade features. Ernest Hubbard. Good rates, Acc.

**Heating, Piping and Air Conditioning**, 6 N. Michigan Ave., Chicago. (M-25) Articles covering design, installation, operation, maintenance, of heating, piping and air-conditioning systems in industrial plants and large buildings up to 2500, mostly by engineers. C. E. Price. Good rates, Pub.

**Health Foods Retailing**, Box 50, San Francisco. (M) Interviews with health-food merchandisers. Helen T. Cordell. ¾c, Pub, or 1c, Pub, if photos, at \$1 extra for each. Sales promotion ideas (100 words), \$2, Pub.

**Hide and Leather**, 20 Vesey St., New York. (W-15) Technical tannery and shoe manufacturing articles; brief news articles on new leather products, production methods, sales promotion campaigns by shoe and leather manufacturers. Query. James G. Peede. ½ to 1c, Pub.

**Homefurnishers' Graphic**, Retail Ledger Pub. Co., 1346 Chestnut St., Philadelphia. Short articles with pictures, on successful promotion, display, selling of furniture, floor coverings, electrical appliances, housewares, etc., in furniture, hardware and department stores, from the buyer's and (in smaller stores) the proprietor's angle. Accomplishments, outstanding promotions, not local news. Stories must be boiled down, factual, fast-moving, preferable with illustration or tag of buyer or proprietor. Give all facts that a buyer would want to know about whatever you cover; no flowery generalities. 1c, photos \$1 to \$3, Acc.

**Home Ware**, 1346 Chestnut St., Philadelphia. (Section of Retail Ledger). Articles on furniture, rug, drapery, paint and wallpaper, house-wares departments in department and furniture stores, strictly from the management and executive angle. Accomplishments and unusual promotions, not local news. John Guernsey. Signed articles, varying rates; unsigned, about 1c; photos, \$3, Acc, and Pub. (See also Homefurnishers' Graphic.)

**Hotel Management**, 222 E. 42d St., New York. (M-25) Articles on hotel financing, maintenance, operation; remodeling of clubs. Action photos. Short ideas. J. O. Dahl. 1½ to 5c, Acc.

**Hotel Monthly**, 950 Merchandise Mart, Chicago. (M) Hotel news and features. Space rates, Pub.

**Hotel World-Review**, 222 E. 42d St., New York. (W-5) Mostly hotel news. Query on news and features. A. M. Adams. ½ to 1c, Acc.

**House Furnishing Review**, 1170 Broadway, New York. (M) Illustrated news, feature, promotional articles from housewares, bath shops and electrical appliance departments 300-700. Julien Elfenbein. ¾c, \$1 for photos, Pub.

**Ice Cream Field**, 45 W. 45th St., New York. (M-25) Business-building articles for wholesale ice cream plants 750 to 1500. W. H. Hooker. ¾c up, photos 50¢ to \$1, Pub. (Buying little; query first.)

**Ice Cream Trade Journal**, 171 Madison Ave., New York. (M-25) Convention reports (on order); articles on management, manufacturing, distribution and sales activities of special whole-sale ice-cream companies 500 to 2000. Harry W. Huey. 1c, Pub.

**Ice & Refrigeration**, 435 N. Waller Ave., Chicago. (M-35) Ice-making, cold-storage, refrigeration articles and news; also articles on ice merchandising. J. F. Nickerson. Indefinite rates, Pub.

**Implement Record**, 420 Market St., San Francisco. (M) Material mostly secured direct from trade, but occasional news purchased. Query. Osgood Murdoch. Varying rates, Acc.

**India Rubber World**, 420 Lexington Ave., New York. (M-35) Technical rubber articles, 2500. D. C. McRoberts. 8c, Pub.

**Industrial Finishing**, 802 Wulsin Bldg., Indianapolis. (M-20) Articles of interest or value to industrial users of finishing materials, equipment, supplies in factories, 100 to 1500. W. H. Rohr. ¾ to 1c, Pub.

**Industrial Marketing**, 100 E. Ohio St., Chicago. (M) News and features on industrial marketing and advertising. Ralph O. McGraw. 1c, Pub.

**Industrial Retail Stores**, Southern Bldg., Washington, D. C. (M-20) Merchandising articles and success stories on "company store" operations, 500 to 1000. Hull Bronson. ¾c, Pub.

**Industry & Welding**, Industrial Pub. Co., 812 Huron Rd., Cleveland. (M-Free) Constructive articles for the welder. Irving B. Hexter. 1c, Pub.

**Infants' & Children's Review**, 1170 Broadway, New York. (M) Articles on merchandising of infants' and children's garments; news of buyers. Arthur I. Mellin. ¾c, Pub.

**Inland Printer**, 205 W. Wacker Dr., Chicago. (M-40) Constructive articles on production, selling, management problems of printing industry. J. L. Frazier. Indefinite rates, Pub.

**Institutional Outfitter**, The, 612 N. Michigan Ave., Chicago. (M-25) Illustrated articles of interest to hotel, restaurant and institutional supply houses. A. Engelsman. 1c, Pub.

**Insurance Field**, 322-28 W. Liberty St., Louisville, Ky. (W-15) Correspondents covering fire, casualty, life insurance news in all principal cities. John E. Puckett. About ¾c, Pub.

**Insurance Salesman**, 222 E. Ohio St., Indianapolis. True stories of life insurance helping beneficiaries and policyholders in unusual ways, up to 1200. C. C. Robinson. ¾ to 1c, Acc.

**International Blue Printer**, 431 S. Dearborn St., Chicago. (M-30) Illustrated technical articles on blue printing, photo copying, mechanical and constructive engineering, 2000 or less. Glen Edwards. 1c, photos \$1, Pub.

**Jewelers' Circular-Keystone**, 239 W. 39th St., New York. (M-25) Storekeeping, merchandising articles for retail jewelers, important news of jewelry trade. A. Merchant Clark. 40c inch, Pub.

**Knitted Outerwear Age**, 93 Worth St., New York. (M) Regular protected correspondents in principal cities. News and merchandising features. Bertram M. Lebar. 1½ to 2c, Pub.

**Laundry Age**, 330 W. 42d St., New York. (M-25) Articles on assignment only. J. M. Thacker. Indefinite rates, Pub.

**Laundryman's Guide**, Industrial Life Bldg., Atlanta, Ga. (M-50) Articles on merchandising, advertising, production, selling, management, delivery fleets maintenance, layout of production line, etc., in modern steam laundry and dry cleaning plants, 750 to 1200, general news items 50 to 100. ¾ to 1c, photos 50¢ to \$1, Pub.

**Linen & Domestic**, 1170 Broadway, New York. (M-10) Trade and feature articles on linen goods, blankets and towels; interior or window display photos. Julien Elfenbein. ¾c, photos \$1, Pub.

**Liquor Store and Dispenser**, 205 E. 42d St., New York. (M-30) Illustrated merchandising articles 800 for wine and liquor retailers, hotels and restaurants. Hartley W. Barclay. 1c, photos \$1.50, Pub.

**Lubrication and Maintenance**, 624 S. Michigan Ave., Chicago. (M) Almost entirely staff-written; occasionally buys an assigned article. Query. Ward K. Halbert. Good rates.

**Luggage and Leather Goods**, 1170 Broadway, New York. (M) Successful merchandising plans, department store handbag and luggage departments. Unusual window displays and interior layouts. News about buyers. Arthur Mellin. ¾c, Pub.

**Magazine of Light**, The, Nela Park, Cleveland, O. (10 issues a year-20) Feature articles of modern lighting installation with a merchandising and engineering appreciation, 1000. J. L. Tugman. 1c, Acc.

**Manufacturing Jeweler**, The, 42 Weybosset St., Providence, R. I. (2M-10) Material staff-prepared or obtained through special arrangement. W. Louis Frost. ¾c, Pub.

**Meat Merchandising**, 105 S. 9th St., St. Louis. (M-20) 100-word merchandising shorts on meats, groceries, produce, fish. J. L. Hoppe. 1c, Pub.

**Men's Wear**, 8 E. 13th St., New York. News and features on men's wear departments or stores. H. J. Waters. Good rates, Pub.

**Mida's Criterion**, 400 W. Madison St., Chicago. (M) News of liquor and wine trade. Query. R. B. Birch, Jr. ¾c, Pub.

**Milk & Factory**, (Conover-Mast Corp.) 205 E. 42d St., New York. (M-35) Now buying technical articles for balance of 1936. Hartley W. Barclay. 1c and up, usually Acc.

**Millinery Trade Review**, 15 E. 40th St., New York. (M-50) Millinery trade miscellany. Charles Steinecke, Jr. ½ to 1c, photos \$2, Pub.

**Modern Brewery**, 205 E. 42d St., New York. (M-40) Interviews with brewers and brew-masters on technical problems; biographical sketches of brewery executives. Now buying for 1936. Hartley W. Barclay. 1c up, usually Acc.

**Modern Packaging**, 425 4th Ave., New York. (M-50) Illustrated articles on package production and merchandising, on assignment only. D. E. A. Charlton. 1 to 4c, Pub.

**Modern Plastics**, 425 4th Ave., New York. (M-50) Articles on plastic materials, plastic products, uses, adaptations, etc. \$10 page, Pub.

**Modern Roofing**, 404 4th Ave., New York. (M) Articles from roofing contractors, describing difficult jobs, salesmanship, advertising methods. James McCawley. 1c, photos \$1, Pub.

**Modern Stationer**, 250 5th Ave., New York. (M-25) Illustrated dealer stories. David Manley. 1c, photos \$2.50, Pub.

**Mortuary Management**, 500 Sansome St., San Francisco. (M-50) Articles on management problems in the funeral field. Wm. Berg. 50c to 1c, Pub. (Not buying.)

**Motion Picture Herald**, Rockefeller Center, New York. (W) Authoritative material of interest to motion-picture exhibitors in conduct of business, acutely technical. Terry Ramsaye. Indefinite rates, Pub.

**Motor**, 572 Madison Ave., New York. (M) Articles on merchandising, service and management for new car dealers, repair-shop operators, automotive jobbers. Neal G. Adair. Good rates, Pub.

**Motor Service**, 549 W. Washington Blvd., Chicago. (M) Garage technical and management articles. Submit outline. A. H. Packer. Good rates, Acc.

**Motor Ship**, 192 Lexington Ave., New York. (M-25) News items on Diesel-powered boats and short articles on marine Diesel performance. L. R. Ford. 1c, Pub.

**Music Trades**, 113 W. 57th St., New York. (M-25) News and features of the music business. W. J. Dougherty. 1c, Pub.

**National Bottlers' Gazette**, 80 Broad St., New York. (M-50) Features of interest to the soft-drink and beer-bottling trades. W. B. Keller, Jr. \$7.50 page, Pub.

**National Carbonator & Bottler**, Industrial Life Bldg., Atlanta, Ga. (M-50) Illustrated articles on merchandising, advertising, production, selling, management, delivery fleets for soft drink industry, in actual use, 750 to 1250; news items 50 to 100. 50c to 1c, photos 50c to \$1, Pub.

**National Cleaner & Dyer**, 305 E. 45th St., New York. (M-25) Feature articles; short items 200 to 1000 of cleaning and dyeing trade. Roy Denney. About 2/3c, Pub.

**National Clothier**, Merchandise Mart, Chicago. (M) Short merchandising ideas, occasional features. Allen Sinsheimer. 34c, Pub.

**National Jeweler**, 536 S. Clark St., Chicago. (M-25) Limited market for illustrated articles with news, merchandising slant, 250 to 500. Francis R. Bentley. 50c to 1c, Acc.

**National Provisioner**, 407 S. Dearborn St., Chicago. (W-20) Practical illustrated merchandising articles on meat packing plants, meat distribution from plant to consumer. Paul I. Aldrich. 50c up, Pub.

**New England Electrical News**, 250 Stuart St., Boston. (M-20) Articles on successful electrical contractors 2500. E. Frost. Flat payment, rate not specified, 30 days after Pub.

**Northwestern Confectioner**, 707 N. Broadway, Milwaukee. (M-20) Articles featuring jobbing, manufacturing confectioners 1000-1500. G. B. Kluck. Fair rates, Pub. (Practically no market.)

**Northwestern Miller**, 118 S. 6th St., Minneapolis, Minn. (W-5) Merchandising articles about or of interest to millers and wholesale distributors. Carroll K. Michener. 34c, Acc.

**Notion and Novelty Review**, 1170 Broadway, New York. News of notion department buyers. Merchandising features. A. I. Mellin. 34c, Pub.

**Office Appliances**, 417 S. Dearborn St., Chicago. (M) Articles on selling office equipment. Evan Johnson. 30c inch, Pub.

**Oil Heat**, 167 Madison Ave., New York. (M) Features and news on construction, operation, merchandising of oil burners. A. E. Coburn, Assoc. Ed. 30c inch, Pub.

**Optometric Weekly**, 5 N. Wabash Ave., Chicago. (W) Optometric profession and trade miscellany. Indefinite rates.

**Pacific Drug Review**, Woodlark Bldg., Portland, Ore. (M-25) Articles on drug merchandising, window and inside display, advertising. F. C. Felter. Nominal rates, Pub.

**Packing & Shipping**, 30 Church St., New York. (M-25) Items of interest to packing and shipping depts. of industrial companies, on packing, loading, handling, distribution, loss and damage in shipping, etc., 1000. C. M. Bonnell, Jr. 50c to 1c, photos 50c to \$1, Pub.

**Paper Converters & Envelope Industry**, 1811-1813 Conway Bldg., Chicago. (M) Merchandising plans, sale policies of manufacturers of paper converted products—envelopes, tags, bags, paper napkins, toilet paper, paper towels, cartons, etc. Phil A. Howard. 50c to 1c, Acc.

**Petroleum Age and Service Station Merchandising**, 500 N. Dearborn St., Chicago. (M-25) Merchandising petroleum products, auto accessories by independent oil marketing companies; details of successful oil-jobbing concerns. O. F. List. 34c, photos 50c, Pub.

**Petroleum Marketer**, The, 3301 Buffalo Drive, Houston, Tex. (M-20) Articles on merchandising and management from experience of petroleum jobbers. Grady Triplett. 1c up, Acc.

**Picture and Gift Journal**, 537 S. Dearborn St., Chicago. (M-20) Merchandising articles on picture shops, photos. J. C. Raleigh. About 34c, Pub.

**Playthings**, 381 4th Ave., New York. (M-25) Limited market for toy merchandising features 2000-2500. J. M. Cloud. 50c, Pub.

**Plumbing and Heating Trade Journal**, 515 Madison Ave., New York. (M-25) Articles covering current trends in the plumbing and heating business; unusual merchandising and management methods of successful plumbing and heating contractors with pertinent high-grade illustrations, human interest, wherever possible, 1000. J. P. Koellisch. Good rates, Pub.

**Power**, 330 W. 42d St., New York. (M-35) Technical articles on power generation up to 1500, by engineers or power executives. \$10 to \$12 page, 1000 words, Pub.

**Power Plant Engineering**, 53 W. Jackson Blvd., Chicago. (M-25) Articles on power plant operation, appliances and use, 500-1500. Arthur L. Rice. 6/10c, Pub.

**Power Wagon**, 536 Lake Shore Drive, Chicago. (M) Articles on operation and maintenance of large fleets. A. W. Stromberg. 1c, Pub. (Slow to use.)

**Practical Builder**, 59 E. Van Buren St., Chicago. (M) Brief illustrated articles dealing with practical problems of the small contractor. Phil W. Hanna. 60c inch, Pub.

**Printing**, 41 Park Row, New York. (M-25) Printing plant and sales management articles up to 1200, trade news of employing printers and their plants. Charles C. Walden, Jr. Ed.; Ernest F. Trotter, Mng. Ed. 30c inch, photos 50c space rates, Pub.

**Progressive Grocer**, 161 6th Ave., New York. (M-20) Illustrated idea articles 100-200, grocery trade articles, especially success stories, 1200-1500, photos. Ralph F. Linder. 1c to 2c, Acc. Original jokes with grocery slant, \$1 each. Attractive photos of food window and interior displays, meat displays, \$3 to \$5 each.

**Publishers Weekly**, The, 62 W. 45th St., New York. (W-15) Articles about and of interest to the booktrade 1500-2000. Frederic G. Melcher. 1c, 10th of mo. following Pub.

**Radio & Electric Appliance Journal** (including **The Radio Merchant**), 1270 6th Ave., New York. (M) Trade news and features. Limited market. Daniel Webster. Fair rates, Pub.

**Radio Weekly**, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Low rates, Pub.

**Railway Mechanical Engineer**, 30 Church St., New York. (M-35) Railroad shop kinks, photos. Roy V. Wright. 50c inch, Pub.

**Real Estate Record**, 119 W. 40th St., New York. (W-50, M-25) Articles on building management (office and apartment buildings). Norbert Brown. 1c, Pub.

**Refrigeration**, 711 Glenn St., S.W., Atlanta, Ga. (M-50) Name and fact stories on ice refrigeration and merchandising of ice and ice refrigerators. Hal Reynolds. \$4 column, Pub.

**Restaurant Management**, 222 E. 42d St., New York. (M-25) Pictorial shorts; short articles on cafeterias, counter lunch rooms, store and industrial restaurants; illustrated; short ideas. J. O. Dahl. 1c up, Acc.

**Retail Bookseller**, The, 55 5th Ave., New York. (M-15) Articles of practical interest to booksellers and rental library proprietors, 1500-2500. Francis Ludlow. 1c, Acc.

**Retail Ledger**, 1346 Chestnut St., Philadelphia. (M-25) Articles on store management, personnel policies, successful promotions, unusual installations or operating methods of such equipment as air conditioning, elevators, ventilating systems, delivery. System stories (cash handling, credit, billing office, stock control, direct-mail, etc.), strictly from the angle of store heads and executives of department stores and large downtown stores in all lines. 800-1000 with price preferred. John Guernsey. 1 to 2c, photos \$3, 10th of month following Acc.

**Retail Tobacconist**, 117 W. 61st St., New York. (2M-15) Articles on business methods of successful tobacconists 500-1500. H. P. Patrey. 34c, Pub.

**Rock Products**, 330 S. Wells St., Chicago. (M) Articles on cement, lime, gypsum quarries, sand and gravel plant operations, etc. Indefinite rates, Pub.

**Rough Notes**, 222 E. Ohio St., Indianapolis. (M) Business-getting ideas of interest to fire and casualty insurance salesmen. Irving Williams. Fair rates, Pub.

**Rubber Age**, 250 W. 57th St., New York. (M-25) Articles of interest to manufacturers of rubber products up to 2400. M. E. Lerner. \$8 page, Pub.

**San Francisco Styles and Selling**, 310 Sansome St., San Francisco. (M) Very brief selling ideas used by Pacific Coast dry goods, department and general stores. 20c inch, photos \$2, Pub.

**Seed World**, 325 W. Huron St., Chicago. (2M) Articles on growing and merchandising seeds. W. L. Oswald. 34c, Pub.

**Show Repair Service**, 702 Commercial Bldg., St. Louis, Mo. (M-Gratis) Constructive trade articles 250-1500, fact items, 50-100, jokes. A. V. Fingulin. 50c to 134c, Pub. (Overstocked on verse.)

**Soda Fountain**, The, 420 Lexington Ave., New York. (M-15) Illustrated articles on business-building methods for soda fountains, soda lunches, up to 1000. V. E. Moynahan. 1c, Pub.

**Southern Florist and Nurseryman**, 120 S. Louis Ave., Ft. Worth, Tex. (W) Regular correspondents provide news of Southern states. Aaron Smith. 34c, Pub. (Not buying.)

**Southern Funeral Director**, 711 Glenn St., S.W., Atlanta, Ga. (M-25) Articles of interest to southern morticians; merchandising in display rooms, collections, advertising. Hal Reynolds. \$8 page, Pub.

**Southern Hardware**, 1020 Grant Bldg., Atlanta, Ga. (M-25) Illustrated articles on management and merchandising methods in southern hardware stores. T. W. McAllister. 1c up, Pub.

**Southwestern Baker**, 542 M. & M. Bldg., Houston, Tex. (M-10) News and features of Texas, Alabama, Florida, Georgia, N. Carolina, S. Carolina, Mississippi, Tennessee, Arkansas, Louisiana, Oklahoma and New Mexico baking industry. Charles Tunnell. 50c to 1c, photo \$1, Pub.

**Southwestern Bottler**, 454 Soledad St., San Antonio, Tex. (M-10) Practical merchandising articles based on interviews with specific bottlers in New Mexico, Oklahoma, Louisiana and Arkansas. Laney McMath. 34c up, Pub.

**Spice Mill**, The, 106 Water St., New York. (M-35) Feature articles on tea, coffee, spices, condiments and flavoring, especially dealing with practical manufacturing and merchandising problems. C. S. Sewell. 50c to 1c, Pub.

**Sporting Goods Dealer**, The, 10th and Olive Sts., St. Louis, Mo. (M) Illustrated interviews on merchandising, store arrangement, news. C. T. Felker. 34c up, Pub.

**Sporting Goods Journal**, 400 W. Madison St., Chicago. (M) Specific articles describing merchandising programs of sports stores, 500-1000; photos. Ames A. Castle. 34c up, Pub.

**Starchroom Laundry Journal**, 305 E. 45th St., New York. (M-25) Feature articles on laundry business, 1000. Frank Black. 50c to 1c, Pub.

**Syndicated Store Merchandiser**, 19 E. 47th St., New York. (M-20) Illustrated articles on 5, 10 and \$1 chain store merchandising and displays up to 1000. P. J. Beil. 1c up, Pub. Shorts on unusual window and counter displays, up to 100, with photos. 50c to 1c, Pub.

**Telegraph Delivery Spirit**, Suite 805, H. W. Hellman Bldg., Los Angeles. (M-50) Illustrated business-building features of florist trade, covering T. D. S. members. James Madison Avery, 3c, Pub.

**Tires Magazine**, 420 Lexington Ave., N. Y. (M-25) Merchandising and servicing articles on tire retailers and superservice station operators 1500-2000. Jerome T. Shaw, 3c to 1c, news items 25c inch, fillers 3c, photos \$2, Pub.

**Toilet Requisites**, 101 W. 31st St., New York. (M) Class magazine for retailers of the better types of toilet goods including department stores and retail druggists with specialized toilet goods departments. Features dealing with dealer helps, ideas, general news items. Elmer Sheets, 1c, Pub.

**Tool Engineer**, The, 2842 W. Grand Blvd., Detroit. (M) Technical articles on mass manufacturing methods, new processes, new types of fixtures, etc. Roy T. Branson, \$10 page (2 col. 9 in.-10 pt.), Pub.

**Toys and Novelties**, 307 N. Michigan Ave., Chicago. (M) Illustrated merchandising features from leading toy departments and stores, 250-1200. John J. Welch, 3c, Pub.

**Toy World and Bicycle World**, 56th & Chestnut Sts., Philadelphia. (M-15) Toy and bicycle merchandising stories and news. Kenneth A. Heale, \$6 printed page, Pub.

**Underwear and Hosiery Review**, 93 Worth St., New York. (M) Protected correspondents in principal cities. News and merchandising features. Bertram M. Lehbar, 1½ to 2c, Pub.

**United States Tobacco Journal**, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Fair rates, Pub.

**Upholstering**, 373 4th Ave., New York. (M) Articles of dollars-and-cents value to makers of upholstered furniture, both manufacturing and work room. Indefinite rates, Pub. (Not in market.)

**Voluntary and Cooperative Groups Magazine**, The, 114 E. 32d St., New York. (M) Constructive articles for heads of voluntary and cooperative organizations 1000-2000. Gordon Cook, 3c, photos \$1, Pub.

**Wallpaper Magazine**, 9 E. 40th St., New York. (M-25) Official publication of Wallpaper Institute. Uses limited amount of merchandising material. A. Louise Fillebrown, 1c, Pub.

**Welding Engineer**, 608 S. Dearborn St., Chicago. (M) Technical and practical articles of interest to welding departments and shops. F. L. Spangler, 1c, Pub.

**Western Beverage**, 312 E. 12th St., Los Angeles. (M-25) Articles covering winery and spirits industries of West. P. T. Carre, Mng. Ed. Rates not at hand.

**Western Brewing World**, 420 S. San Pedro, Los Angeles. (M) News and features of brewing industry of West. Roht, J. Pritchard, Query on features. Good rates, Pub.

**Western Confectioner and Ice Cream News**, 420 S. San Pedro, Los Angeles. (M-25) News and features of Western candy, ice-cream, fountain trade. Query on features. H. H. Marquis, 25c inch, Pub.

**Western Furniture Retailing**, 180 New Montgomery St., San Francisco. (M) News and features of the trade. Philip W. Battelle, 1c, Pub. (Overstocked.)

**Western Hotel Reporter**, 681 Market St., San Francisco. (M-15) Illustrated articles of interest to hotel and restaurant men 1500. Jay G. Hilliard, 20c, inch, Pub.

**Western Plumbing & Heating Journal**, 3665 S. Vermont Ave., Los Angeles. (M) Trade news and features from west of the Rockies. John B. Reeves, Pub.

**Wine Review**, 420 S. San Pedro St., Los Angeles. (M-25) Articles of interest to wineries; news items. Query on features. H. H. Marquis, 25c inch, Pub.

**Wood Construction**, Xenia, O. (2M-20) News articles on retail lumber and building supply dealers, based on specific interviews. Findley M. Torrence, 16c inch, including art, Pub.

**Wooden Barrel**, The, 511 Locust St., St. Louis. (M) Promotional articles on cooperage industry to appeal to customers, articles on wooden barrels in use in various industries, 1000; new markets. Lynn C. Mahan, 3c to 1c, Pub.

## LIST D

### Juvenile and Young People's Publications

**Ambassador**, The, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Ages 13 to 17. Wholesome short-stories, boy and girl characters, 3000. Travel, biographical, practical articles 1500 with illustrations; verse. Novella Dillard Preston, 3c, poems \$1 to \$2.50, Acc.

**American Boy**, The, 7430 2d Blvd., Detroit, Mich. (M-10) Boys, high-school and college age. Short-stories up to 4500; Western, mystery, small-town, farm, science, pseudo-science, sports, detective, humor; fillers 300 with action photos on achievements of boys. Franklin M. Reck, Mng. Ed. 2c up, Acc.

**American Girl**, 570 Lexington Ave., New York. (M-15) Ages 10 to 17. Girl Scouts publication. Action short-stories 2500 to 3700; articles 1500 to 3000. Anne Stoddard, 1c up, Acc.

**American Newspaper Boy**, 416 N. Marshall St., Winston-Salem, N. C. (M) Short-stories of modern newspaper carrier boy characters, 2000 to 3000. Bradley Welfare, \$10 per story, Acc.

**Boy Life**, Standard Pub. Co., 9th and Cutter Sts., Cincinnati. (W) Medium ages. Winter short-stories 1800 to 2000, serials, articles, miscellany, 1/3c up, Acc.

**Boys and Girls**, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (W) Boys and girls 6 to 12. Short-stories 700-1000, short serials, verse, occasional brief articles on nature, science, things-to-do. Mrs. W. B. Ferguson, 3c, Acc.

**Boys's and Girl's Comrade**, Gospel Trumpet Co., 5th and Chestnut, Anderson, Ind. (W) Ages 9 to 15. Stories of character building or religious value 1000 to 2000; serials 5 to 15 chapters; verse 2 to 6 stanzas. L. Helen Percy, \$3 per M., photos 25c to \$1, Pub.

**Boys' Comrade**, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis, Mo. (W) Ages 13 to 17. Short-stories 2000 to 2500; serials 8 to 10 chapters; illustrated articles 100 to 1500; verse; miscellany. Herbert L. Minard, \$3.50 per M., Pub.

**Boys' Life**, 2 Park Ave., New York. (M-10) Boy Scouts publication, ages 14 to 18. Outdoor adventure, sport, achievement short-stories 2000 to 4500; serials 2 to 6 installments of 5000; articles up to 2000. James E. West; Irving Crump, Mng. Ed. 1½ c up, Acc. (Well stocked.)

**Boys' World**, D. C. Cook Pub. Co., Elgin, Ill. (W) Boys 13 to 17. Short-stories 2200 to 2500; serials 4 to 6 chapters, 2200 to 2400 each, scientific news items with photos; successful boys (photos), occupation items, 500; verse, 12 lines. D. C. Cook, Ill. Ed.-in-chief; Thos. S. Huntley, Mng. Ed. Good rates, Acc.

**Canadian Boy**, United Church Publications, 299 Queen St., W., Toronto, Canada. (W) Teen-age boys. Short-stories, serials, verse, photos. Archer Wallace, 3c, Acc.

**Canadian Girl**, United Church Publications, 299 Queen St., W., Toronto, Canada. (W) Teen-age girls. Short-stories, serials, verse, photos. Archer Wallace, 1c, Acc.

**Catholic Boy**, The, Andrews Hotel, Minneapolis, Minn. (M-10) Wholesome action short-stories 2200 to 2500; articles for boys. J. S. Gibbons, 3c to 1c, Pub.

**Catholic Girl**, The, 20 Prospect St., Terryville, Conn. (M-15) Girls, high-school age. Wholesome, entertaining, not pietistic short-stories 2500; vocational articles 1500-2500. Mrs. Margaret H. Sullivan, About 3c, Pub. (Overstocked.)

**Challenge**, The, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Young people, 17 years up. Adventure, achievement short-stories 1500-2500; descriptive biographical, travel articles up to 2000 (authorities must be cited); verse; short editorials 200-500. Wallace Greene, 3c, verse \$1 to \$2.50, Acc.

**Child Life**, Rand, McNally & Co., 536 S. Clark St., Chicago. (M-25) Ages up to 12. Short-stories, miscellany up to 1800. Marjorie Barrows, 3c to 1c, Pub. (Overstocked.)

**Children's Leader**, Amer. Baptist Pub. Soc., 1703 Chestnut St., Philadelphia. (W) Short-stories for teachers to tell to children 1000 to 1800; articles on religious education of children. 3c, Acc.

**Children's Play Mate Magazine**, 3025 E. 75th St., Cleveland, O. (M-15) Boys and girls up to 14. Mystery, adventure short-stories up to 2000; nursery stories; imaginative verse 1 to 5 stanzas. Esther Cooper, 1c, verse 25c line, Acc.

**Child's Own**, The, General Bd. of Religious Ed., 604 Jarvis St., Toronto, Canada. (W) Children under 8. Short-stories, verse. Rev. D. B. Rogers, 2/5c, Pub.

**Christian Youth**, 327 N. 13th St., Philadelphia. (W) Teen ages; interdenominational. Wholesome short-stories with Christian teaching and uplift 2000 to 2200; fillers; nature, fact, how-to-make-it articles 300 to 1000; Bible puzzles. Charles G. Trumbull; John W. Lane, associate, \$10 a story, fillers \$1 to \$4, puzzles 50c to \$1, Pub.

**Classmate**, Methodist Book Concern, 420 Plum St., Cincinnati. (W-5) Young people 18 to 24. Wholesome short-stories 2500-3500; serials 30,000-40,000; illustrated articles 1000-2500; fact items 200-1000; verse. A. D. Moore. Fillers 3c up, fiction 1c up, verse \$5 to \$1, Pub.

**Dew Drops**, D. C. Cook Pub. Co., Elgin, Ill. (W) Children 5 to 8. Short-stories 800-900; short articles, editorials 250-300; verse up to 12 lines. Good rates, Acc.

**Epworth Herald**, 740 Rush St., Chicago. (2-M-10) Articles and short-stories of interest to young Methodists, high school, college ages, 1000 to 1800; serials 5000 to 10,000; nature, religious verse up to 20 lines; photos. W. E. J. Gratz. About 3c, verse about 15c line, Pub.

**Ewbank Highroad**, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (M) Young people, 16 to 24. Short-stories 2500 to 4000; serials, 4 to 6 chapters; illustrated articles 1000 to 1800; short poems. R. L. Hunt; Miss Rowena Ferguson. 4c to 1c, verse 25c line, Acc.

**Forward**, Presbyterian Bd. of Christian Education, Witherspoon Bldg., Philadelphia. (W) Young people, 18 to 23 years. Short-stories 3000; serials not over 8 chapters, 3000 each; illustrated articles 900. John T. Faris. 50c per 100 words, Acc.

**Friend**, The, United Brethren Pub. House, Dayton, O. (W) Boys' and girls' moral, educational short-stories 1000 to 2500; serials 2 to 8 chapters; informational, inspirational articles 100 to 800; short verse. J. W. Owen. \$1 to \$5 per story, poems 50c up to \$2, Acc.

**Front Rank**, The, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis, Mo. (W) Young people and adults. Moral short-stories 2500 to 3500; serials 20,000 to 25,000; illustrated articles; poems; editorials; fillers; photos. \$3.50 per M., Acc.

**Girlhood Days**, Standard Pub. Co., 9th and Cutler Sts., Cincinnati, O. (W) Girls 12 to 18. Wholesome short-stories 1800 to 2000; serials; miscellany. 3c up, Acc.

**Girls' Circle**, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis, Mo. (W) Girls 13 to 17. Short-stories 2500; serials 8 to 10 chapters; illustrated articles 100 to 2000; poems up to 20 lines. Frances Woolery. \$3.50 per M., Pub.

**Girls' Companion**, D. C. Cook Pub. Co., Elgin, Ill. (W) Girls 15 to 18. Short-stories 2000 to 2500; serials 2 to 6 chapters, 2500 each; illustrated occupation articles 150 to 1000; editorials 100 to 400. Margaret M. Stone. Good rates, Acc.

**Girl's World**, Am. Baptist Pub. Society, 1701 Chestnut St., Philadelphia. (W-2) Girls 12 to 16. Wholesome action short-stories 2500; serials of 2500-word chapters; informative articles 200-800; character-building editorials up to 500; photos. Miles W. Smith. \$4.50 per M., Acc.

**Guildsman**, The, Fisher Body Craftsman's Guild, 3044 W. Grand Blvd., Detroit, Mich. (M) Boys 12 to 19. Adventure short-stories 2500 to 3000, also 800 to 900. W. S. McLean. Rate: not stated.

**Haversack**, The, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (W) Boys 12 to 17. Short-stories 2000 to 3500; serials 4 to 10 chapters; articles 1000 to 1500, preferably with photo illustrations; miscellany.  $\frac{1}{2}$ c up, Acc.

**Institute Leaflet**, General Bd. of Religious Ed., 604 Jarvis St., Toronto, Canada. (W) Boys and girls, 9 to 11. Short-stories, serials, verse. Rev. D. B. Rogers. 2/5c, Pub.

**Jewels**, United Church Publications, 299 Queen St., W., Toronto, Canada. (W) Material for small children.  $\frac{1}{2}$ c, Pub.

**Junior Catholic Messenger**, 124 E. 3d St., Dayton, O. (W) Boys and girls 3d and 4th grade age. Short-stories, simple vocabulary, up to 600; short fillers, jokes, verse; news and feature photos. Mrs. Mary Pfraum Fisher.  $\frac{1}{2}$  to 1c, photos \$1 to \$3, Acc.

**Junior Joys**, Nazarene Pub. House, 2923 Troost Ave., Kansas City, Mo. (W-5) Boys and girls 9 to 12. Miss Mabel Hanson. Indefinite rates.

**Junior Life**, Standard Pub. Co., 9th and Cutter Sts., Cincinnati. (W) Children 9 to 12. Wholesome short-stories 1500 to 1800; serials, verse.  $\frac{1}{2}$ c, Acc.

**Junior World**, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis. (W) Children 9 to 12. Short-stories up to 2100; serials 8 to 12 2100-word chapters; poems up to 20 lines; illustrated informative articles 100 to 1800. Hazel A. Lewis. \$3 to \$4 per M., Pub.

**Junior World**, Am. Baptist Pub. Society, 1701 Chestnut St., Philadelphia. (W-2) Children 9 to 12. Short-stories up to 2500; serials 2500-word chapters; miscellany. Miles W. Smith. \$4.50 per M., Acc.

**Little Folks**, The, Augustana Book Concern, Rock Island, Ill. (W) Children 5 to 8. Religious short-stories up to 450; verse; photos. Mrs. Edith Cling Palm, Hector, Minn.  $\frac{1}{2}$ c, Pub.

**Lutheran Boys and Girls**, Lutheran Pub. House, 1228 Spruce St., Philadelphia (W) Ages 9 to 14. Short-stories, articles. Low rates, Acc.

**Lutheran Young Folks**, Lutheran Pub. House, 1228 Spruce St., Philadelphia. (W) Boys and girls over 13. Illustrated descriptive articles; short-stories 3000 to 3500; serials 6 to 12 chapters. Fair rates, Acc.

**Mickey Mouse Magazine**, Hal Horne, Inc., 551 5th Ave., New York. (M-10) Clean, ludicrous humor up to 2000 appealing to children and adults; short-stories, serials, cartoons, cartoon ideas. Good rates, Acc.

**Olive Leaf**, Augustana Book Concern, Rock Island, Ill. (W) Boys and girls, 8 to 12. Religious stories 500; verse 8 to 12 lines. Submit MSS. to Rev. J. Helmer Olson, 3309 Seminary Ave., Chicago.  $\frac{1}{2}$  to  $\frac{1}{4}$ c, Pub.

**Onward**, Box 1176, Richmond, Va. (W-3) Presbyterian; young people. Character building short-stories, serials, short articles, editorials. Miss Clarabell Williams. \$3 to \$5 per M., Acc.

**Onward**, United Church Publications, 229 Queen St., W., Toronto, Canada. (W) Young people. Short-stories, articles, serials, verse, photos, nature and science material.  $\frac{1}{2}$ c, Pub.

**Open Road for Boys**, 729 Boylston St., Boston. (M-10) Older boys' interests. Aviation, sport, adventure, humorous short-stories 2000 to 3500; serials up to 40,000; articles 1000 to 1500. Clayton H. Ernst.  $\frac{1}{2}$ c up, Pub or Acc.

**Our Little Folks**, United Brethren Pub. House, Dayton, O. (W) Children 4 to 9 years. Short-stories 300 to 600. J. W. Owen. Up to  $\frac{1}{2}$ c, Acc.

**Picture Story Paper**, Methodist Book Concern, 420 Plum St., Cincinnati, O. Children 4 to 8. Short-stories 300 to 800, verse. Ethel L. Smither.  $\frac{1}{2}$  to 1c, Pub.

**Picture World**, Am. Sunday School Union, 1816 Chestnut St., Philadelphia. (W) Children under 12. Short-stories and incidents impressing moral and religious truths 400 to 800, verse. \$5 per M., verse \$5 per stanza, Acc.

**Pioneer**, The, Presbyterian Bd. of Christian Education, 420 Witherspoon Bldg., Philadelphia. (W) Boys 11 to 15. Short-stories 2500 to 3000; serials 6 to 8 chapters 2500 each; illustrated articles 800 to 1000; verse. John T. Faris. \$4 per M., photos 50c up, Acc.

**Playmate**, United Church Publications, 209 Queen St., W., Toronto, Canada. (W) Boys and girls 9 to 11. Short-stories, serials, verse.  $\frac{1}{2}$ c, Pub.

**Portal**, Methodist Book Concern, 420 Plum St., Cincinnati. (W-2) Girls 12 to 18. Wholesome action short-stories 1500-3000; serials 20,000-25,000; vocational, project articles on assignment; editorials. Wilma K. McFarland. 1c, verse \$5 to \$10, Pub.

**Queens' Gardens**, Presbyterian Bd. of Christian Education, 420 Witherspoon Bldg., Philadelphia. (W) Girls 12 to 15. Short-stories 2500-3000; serials 6 to 8 chapters, 2500 each; illustrated travel, nature, biography, history, handwork articles 300-1000; verse; editorials. John T. Faris. \$4 M., Acc.

**Scholastic**, 250 E. 43d St., New York. (W-5) Articles, essays for high-school readers. English literature, cultural subjects, historical events, social and student problems, 500-1500. Kenneth M. Gould. 1c, Pub.

**Sentinel**, The, 161 8th Ave., N., Nashville, Tenn. (W-5) Girls and boys 9 to 12. Short-stories; biographical, historical, scientific, discovery articles with illustrations 500 to 1000; short poems. Novella Dillard Preston.  $\frac{1}{2}$  to  $\frac{1}{4}$ c; poems \$2.50, Acc.

**Shining Light, Gospel Trumpet Co.**, 5th and Chestnut Sts., Anderson, Ind. (W-5) Children 5 to 9. Moral, character-building, religious short-stories 500 to 1000; nature, religious verse; photos of nature, children. L. Helen Percy. \$3 per M., Pub.

**St. Nicholas**, 419 4th Ave., New York. (M-25) Boys and girls 8 to 16. Distinctive action short-stories up to 3500; serials by commission; brief amusing verse; travel, nature articles. Chesa Sherlock; Vertie A. Coyne, associate. 1c up, verse 25c line, Acc.

**Stories**, Presbyterian Bd. of Christian Ed., 420 Witherspoon Bldg., Philadelphia. (W) Children, 6 to 8. Character-building short-stories 500-800. Things to make and do. Elizabeth S. Whitehouse. Up to  $\frac{1}{2}$ c, verse 25c for 4 lines, Acc.

**Storyland**, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis, Mo. (W) Children under 9. Short-stories 300 to 1000; poems up to 20 lines; handicraft articles 300 to 500; drawings or photos, child or animal subjects; simple puzzles. Hazel A. Lewis. \$3 to  $\frac{1}{2}$ c per M., Pub.

**Storytime**, Baptist Sunday School Bd., 161 8th Ave., N., Nashville, Tenn. (W) Children 4 to 8. Short-stories 400 to 700; articles and suggestions for playthings children can make 100 to 300; verse. Agnes Kennedy Holmes.  $\frac{1}{2}$ c, Acc.

**Story Parade**, 70 5th Ave., New York. (M) Children 8 to 12. Juvenile short-stories, articles, plays up to 2500; poems. L. Parker. 1c.

**Story World**, Am. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W-2) Children under 9. Short-stories 300 to 900; verse. Miles W. Smith. \$4.50 per M., Acc.

**Sunday Companion**, The, 256 Broadway, New York. (W) Catholic juvenile fiction; current events, miscellany. M. A. Daily. Rates not stated.

**Tarjet**, Methodist Book Concern, 420 Plum St., Cincinnati. (W-2) Boys 9 to 15. Short-stories 1500-3000; serials of character development 20,000-30,000; articles with photos 1200-1800; editorials 300-700; verse 8 to 20 lines; fact items, fillers, 200-500. Alfred D. Moore.  $\frac{1}{2}$  to  $\frac{1}{4}$ c, verse \$2.50 up, Pub.

**Torchbearer**, The, M. E. Church So., 810 Broadway, Nashville, Tenn. (W) Children 12 to 17. Short-stories 2500 to 3500; serials 2 to 10 chapters; articles 1000 to 2000; editorials 500 to 700; verse. Rowena Ferguson.  $\frac{1}{2}$ c, Acc.

**Two to Teens**, 401 Berger Bldg., Pittsburgh, Pa. (Q-10) Juvenile short-stories 1000-1500, serials 5000, verse 36 lines. Mary S. Powell.  $\frac{1}{2}$ c, poems 10c line, Pub.

**Watchword**, The, 240 W. 5th St., Dayton, O. (W) United Brethren denomination. Short-stories 1500 to 3000; serials for young people; miscellany. E. E. Harris. \$1.50 to \$2 per M., Acc.

**Wee Wisdom**, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M-15) Children 6 to 12. (Overstocked.)

**What to Do**, D. C. Cook Pub. Co., Elgin, Ill. (W) Boys and girls 9 to 13. Short-stories 2500; serials 2-6 chapters 2500 each; short informational articles 300; inspirational verse; editorials 100. Good rate, Acc.

**Young America**, Eton Pub. Corp., 32 E. 57th St., New York. W-(10) Western adventure serials 15,000-18,000. Louis A. Langreicht. Payment by arrangement, Pub.

**Young Canada**, Presbyterian Pubs., 73 Simcoe St., Toronto, Canada. (W) Teen-age boys' and girls' material. Rates not stated.

**Young Catholic Messenger**, 124 E. 3d St., Dayton, O. (W) Boys and girls, junior high age. Short-stories up to 1200, high ideals. Mrs. Mary Pfraum Fisher.  $\frac{1}{2}$  to 1c, Acc.

**Young Crusader**, The, 1730 Chicago Ave., Evanston, Ill. (M-3) W. C. T. U. children's paper. Temperance, health, character-building short-stories up to 1500. Katharine P. Crane.  $\frac{1}{2}$ c, Acc. Verse, no payment.

**Young Israel**, 3 E. 65th St., New York. (M-10) Children under 16. Short-stories, articles of Jewish interest, 1200-2000; verse. Elsa Weihl. Under 1c, verse \$3 to \$5, Acc.

**Young People**, The, Augustana Book Concern, Rock Island, Ill. (W) Articles and short-stories, serials, Christian ideals for children 11 to 16; photos. Low rates, payment quarterly.

**Young People's Friend**, Gospel Trumpet Co., 5th and Chestnut Sts., Anderson, Ind. (W) Moral, character-building, religious short-stories 1000 to 2500; serials 8 to 15 chapters; verse 3 to 8 stanzas. L. Helen Percy. \$3 per M., Pub.

**Young People's Paper**, Am. Sunday School Union, 1816 Chestnut St., Philadelphia. (W) Late teen ages. Interdenominational feature and inspirational articles; short-stories up to 2500; serials 13,000; fillers 200 to 800. \$4 to \$5 per M., Acc.

**Young People's Weekly**, D. C. Cook Pub. Co., Elgin, Ill. (W) Ages 18 to 25. Short-stories 2500; serials 2 to 6 chapters of 2500; editorials 100-400. Good rates, Acc.

**Young Soldier and Crusader**, The, General Bd. of Religious Ed., 604 Jarvis St., Toronto, Canada. (W) Young people. Short-stories, verse. Rev. D. B. Rogers. 2/5c, Pub.

**Youth's Comrade**, The, Nazarene Pub. House, 2923 Troost Ave., Kansas City, Mo. (W-5) Boys and girls, teen ages. Short-stories 2500, verse, news items, art work, religious and out-of-door subjects. Miss Edith Lantz. Indefinite rates, Acc.

**Youth's World**, Am. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W-2) Boys teen ages. Short-stories 1000-2500; serials 4 to 8 chapters 2500 each; articles 500 to 900; character-building editorials up to 500; handicraft; fact items; photos. Miles W. Smith. \$4.50 per M., Acc.

# THE AUTHOR & JOURNALIST'S LITERARY MARKET TIPS

GATHERED MONTHLY FROM AUTHORITATIVE SOURCES

*Ace High*, a general adventure magazine, formerly published by the Dell Publishing Co., but discontinued some months ago, has been purchased by Popular Publications, 205 E. 42nd St., New York, and will be revived. "We plan to continue the publication of this magazine under substantially the same editorial policy that it has had in the past," writes Rogers Terrill, editorial director.

Harold Hersey, formerly editor and publisher of various well-known groups of magazines, is coming back into the field with a new group of one-character magazines to be issued at 49 W. 45th St., New York. Three titles under preparation are *Flash Gordon*, *Dan Dunn*, and *Tailspin Tommy*. Contract authors will be selected to write book-length novels dealing with the featured characters. Jane Kay is assistant editor.

*Complete Stories*, 79 7th Ave., New York, of the Street & Smith group, is now edited by Hazlett Kessler, successor to E. C. Richards. Mr. Kessler writes that the magazine is in the market for adventure, business, crime, detective, and Western fiction. Requirements as to length are: novels, 25,000 words; novelettes, 10,000 to 15,000, and short-stories all lengths. Good rates are paid on acceptance.

*The Home Friend Magazine*, 1411 Wyandotte St., Kansas City, Mo., has been combined with *Illustrated Mechanics* and will no longer be in the market for fiction or poetry. E. A. Weishaar, editor, writes: "We are particularly anxious to have homecraft articles of interest to women as well as men. Under the general title of homecraft comes such material as home decoration, home workshop projects, time, labor and money-saving suggestions for the home and shop, how-to-make-it articles of interest to both men and women. We are paying from  $\frac{1}{2}$  to 1 cent per word for accepted text and \$1 to \$3 for drawings and photos. We will report on manuscripts within a week and pay not more than a month following acceptance."

*Love Fiction Monthly*, 67 W. 44th St., New York, under date of May 7, announces: "For the next two months, payment of all material will be made within twenty-four hours after acceptance. The usual method of payment, shortly after acceptance, will then be resumed." Rose Wyn, editor, who signs the statement, says: "We will go a long way in cooperating with authors who particularly aim their stories at our market. What we want is a glamorous love story with plenty of complication and drama, but no melodrama. Shorts, 2500 to 6000 words; novelettes, 10,000 to 15,000 words. Rate, 1 cent a word and up. An immediate check, or the next best thing, an immediate decision, is promised on all stories."

Popular Publications, 205 E. 42nd St., New York, will soon launch a new love-story magazine, the title of which has not been released. Manuscripts are being read for the magazine by Miss Jane Littell, who will be editor. Usual Popular Publications rates of 1 cent a word or better, on acceptance, will prevail.

*National Geographic Magazine*, 1156 16th St., N. W., Washington, D. C., considers authoritative human-interest articles on geographic subjects, with photographs. It also considers photographs separately. The editorial department, on request, will send a free illustrated brochure explaining its pictorial requirements. First-class rates are paid, on acceptance.

*Western Aces*, 67 W. 44th St., New York, of the Magazine Publishers' group, is seeking strong human-interest stories. "The hero's emotional reactions and his hardwork should be as apparent as his gun-skill," write the editors. "Variety and vitality can be injected into plots by fitting character conflict situations to Western backgrounds. Promising manuscripts are given individual criticisms. Rewrites are suggested whenever possible, and plot outlines are carefully considered. There is a steady demand for short-stories up to 6000 words. Novelettes should not exceed 12,000 words. Manuscripts should be addressed to Mary Lou Butler, associate editor." Payment is at 1 cent a word up, on publication.

*Gold Seal Detective* and *Headquarters Detective*, 67 W. 44th St., New York, of the Magazine Publishers' group, require that stories be written from the point of view of some American lawman. The lawman hero should have a personal interest in the solution of the crime as well as the motivation of his duty. Girl interest is desirable, though not essential in the shorter yarns. Lengths, 3000 to 10,000 words. Address manuscripts to Miss Mary Lou Butler, associate editor. Rates are 1 cent a word and up, on publication.

*Modern America*, Bolivar, Tenn., is announced as a general magazine that will be published in the South early in July with the hope of securing a national circulation. R. P. Shackelford, editor, writes: "It is intended to appeal to the average American family. At this time we are very desirous of securing short-stories of 1000 to 5000 words. All fiction must concern modern Americans in pleasant, interesting situations. We also have a need for timely, appealing articles (non-political), comic drawings, and sketches of interesting people. We will consider any manuscript of from a few hundred to 5000 words, if it is original, well prepared, and of interest to the average American. Material is passed on within ten days. Our present rate is  $\frac{1}{2}$  cent a word. A small amount of material can be bought at 1 cent a word, but it must be good. Payment is made promptly on acceptance."

The Little Theatre Alliance of Philadelphia "is an organization of all the leading Philadelphia little theatres," writes N. Richard Nusbaum, president. "It includes in its membership only organizations of professionally artistic accomplishment and financial stability. It has established as one of its objectives the production of new, untried plays. The repertoires and production schedules of member companies are now being planned for the summer and fall theatrical seasons. Though preference is given to the full-length play, one-acters are also given place. New and experimental forms are read with interest. Pay varies according to the member organization that produces your play. Future production rights are shared. Cannot guarantee the speed of reply on good scripts, since member directors must read them, but if return postage is enclosed the Alliance will return your script when you write for it. Address N. Richard Nusbaum, president, 4817 Walnut St., Philadelphia.

Now, 1205 Lehmann Bldg., Peoria, Ill., is a new monthly. The editor writes: "We are in the market for 1500-word articles of national interest, especially educational stories, for which we will pay 1 cent per word on publication."

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**IF YOU'RE A PROFESSIONAL**, or a writer who sells occasionally, I'll handle your work on straight commission if you've sold \$1,000 worth of fiction within last year; if you've sold \$500, worth in last year, you're entitled to 50% reduction above reading fee rates.

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United Feature Syndicate, 220 E. 42nd St., New York, Frances Rule, fiction editor, writes: "We'd appreciate it if you would let your readers know that we are still in the market for original first-run short-stories, 1000 to 1500 words in length. We are interested in stories of all types, except that we receive far too many crime stories. Also, we do not want stories based too directly on actual incidents or on anecdotes being circulated by word of mouth." Payment is made for accepted stories on acceptance at \$10 each.

The *Waldorf-Astoria Magazine*, 40 E. 34th St., New York, has changed its title to *The Waldorf-Astoria Promenade*.

The *Redwood Monthly*, P. O. Box 3293, San Francisco, devoted to short short-stories, has appointed V. James Chrasta poetry editor. Submitted poems, for which no payment will be made, should be submitted directly to Mr. Chrasta at Los Molinos, Calif.

For Me has moved from 518 Fullerton Parkway to 30 N. La Salle St., Chicago.

The Watkins Syndicate, 5085 Broadway, New York, operated by James T. Watkins, which called for material in May, 1935, seems to have vanished from the scene, taking with it manuscripts submitted by various contributors.

Valhalla Press, 210 Fifth Avenue, New York, a new publishing firm, according to Ken Cooper, chairman authors' committee, is interested in "detective stories with a strong feminine angle—very strong. Manuscripts must be between 40,000 and 60,000 words. We will advance up to \$150 on a manuscript and allow a royalty of 10 cents per book on the first 2000 sold, 15 cents on the next 1000, and 25 cents on each book over the 3000 mark. The author retains all serial rights and 50 per cent of movie and stage rights. Our needs at present are small. We have manuscripts far into the fall. However, we shall be glad to see anything at any time."

The Alumni Theatre Guild of Ottawa University, Ottawa, Kans., plans to use three one-act plays on an evening program this fall. Plays should range from thirty to fifty minutes in length. Two full evening plays also will probably be used during the year. Those interested should address the president of the guild, George E. Rouse, R. R. No. 2, Ottawa, Kans. Nominal royalty payments are made. Standards are very exacting and decisions on plays are likely to be slow.

Simon & Schuster, 386 Fourth Ave., New York, announce the organization of a music division under supervision of Emil Hilb.

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*Dime Sports*, 205 E. 42nd St., New York, issued by Popular Publications, "wants sport short-stories about three months ahead of season," writes Alden H. Norton, editor. "Woman interest is not essential; in fact, we'd prefer not to have it." Lengths desired are: short-stories, 4000 to 6000 words; novelettes, 10,000 to 15,000. Some articles and fillers are used. Payment is on acceptance, at 1 cent a word and up.

*Movie Mirror*, 7751 Sunset Blvd., Hollywood, Calif. (Macfadden), now lists Walter Ramsey as its New York editor, succeeding Ernest V. Heyn.

*West*, Garden City, N. Y., edited by Edmund Collier, now pays rates of 1/2 cent a word up, "by arrangement."

*Physical Culture*, 122 E. 42nd St., New York (Macfadden), edited by Carl Easton Williams, uses articles on self-told adventures in health, "including mental health, personal problems, happiness, and power of achievement." Lengths preferred are from 3000 to 5000 words; serials of 12,000 to 15,000 words are used. Payment is on acceptance at good rates.

*The Toronto Star Weekly*, Toronto, Ont., Canada, informs contributors that it requires first Canadian rights, which means "that a story has no prior publication in any American magazine or periodical entering Canada in large circulation."

Robert M. McBride & Company, book publishers, now at 116 E. 16th St., New York, write: "In order to facilitate the handling of rejected manuscripts, we are establishing the system of returning them three times a month, on the 1st, the 10th, and 20th."

Prentice-Hall, Inc., 75 Fifth Ave., New York, publishers of business, college, and secondary school books, have organized a new trade publishing department under the charge of David W. Dunlap.

Whittlesey House, 330 W. 42nd St., New York, has added a sports department to its publishing activities.

*Silver Screen*, 45 W. 45th St., New York, published by Screenland Magazine, Inc., desires only articles about the movie stars and pictures. Highest rates are paid on publication, according to Eliot Keen, editor.

*Bill Barnes Air Trails*, 79 7th Ave., New York, (Street & Smith), uses modern air short-stories of 3000 to 5000 words, also novelettes of 8000 to 10,000 words, writes F. Orlin Tremaine, editor. Payment is at 1 cent a word, on acceptance.

*Silhouettes*, 303 Rosewood, Ontario, Calif., devoted to poetry, often uses very long poems, writes James Neill Northe, editor. Payment is stated to be \$1 per poem.

*Health and Hygiene*, 41 Union Square West, New York, devoted to articles on medical and allied subjects, exposes of quackery, health abuses fostered by commercialism, and the like, is entirely staff-written by 53 members of the *Daily Worker* medical advisory board. It buys no outside material.

*Black Mask*, 578 Madison Ave., New York, wants "realistic, convincing natural stories, in the crime-detection field only," writes Joseph T. Shaw, editor. Short-stories may run from 4000 to 8000 words, novelettes from 12,000 to 15,000. Payment is at good rates, on acceptance.

*Your Garden and Home*, 1100 Chester Ave., Cleveland, Ohio, uses only articles of interest to Ohioans, writes J. Dean Halliday, editor. Rates paid are 1 cent a word on publication.

Puck Publishing Co., Montreal, Canada, is reported to have failed to pay for three feature articles published some eighteen months ago in a sports weekly sponsored by it.

*Independent Woman*, 1819 Broadway, New York, now reports that it pays on acceptance for material in its field, which covers the woman's viewpoint on social and economic and allied subjects.

*American Newspaper Boy*, 416 N. Marshall St., Winston-Salem, N. C., is edited by Bradley Welfare, who writes: "Authors interested in this market should acquaint themselves with the routine of the three phases of the modern newspaper boy's work—order taking, delivering the newspaper, and making his weekly collections—by contacting a local newspaper circulation manager, before plotting or drafting the story. The demand is for short-stories of from 2000 to 3000 words, with newspaper carrier boy characters. Payment is at \$10 per story, on acceptance."

Holiday House, 225 Varick St., New York, is devoted to the publication of books for children of ages from 5 years up. Fairy tales are sometimes considered. The editors write: "We prefer not to have illustrations furnished with manuscripts, as all design of our books and work with the artist is done by our designer." Payment is usually by royalty arrangement, seldom by outright purchase.

*Interlude*, 942 Howard St., San Francisco, "will pay regular space rates for all material accepted," writes W. F. Shelton, managing editor. "Heretofore payment has been made only for two stories, two poems, and two illustrations in each issue, which have been awarded first and second place by readers' vote."

Associated Authors, Hollis, N. Y., issuing *Scarlet Adventuress*, *Scarlet Confessions*, and *Scarlet Gang Stories*, is reported to be considerably behind in its payment for published material.

Mail addressed to *Pacific Geographic Magazine*, 1151 S. Broadway, Los Angeles, is returned by the postoffice as unclaimed. However, the May issue of the magazine has just appeared, carrying this as the address of the editorial and general offices. The address of the publication office is given at 9401 Brighton Way, Beverly Hills, Calif.

*The Young Citizen*, Rand McNally Bldg., Chicago, is a new magazine for children from eight to twelve years of age, with a page for younger groups. Marie Merrill is editor. Rates not at hand.

*Horizon*, C/o Noah Landau, 2802 Brighton Eighth St., Brooklyn, N. Y., is announced as a new bimonthly literary and critical magazine, interested in experimental, original, and realistic writing, preferably from a contemporary social viewpoint. "At the present time we are unable to pay for material."

*Presbyterian Tribune*, 70 Fifth Ave., New York, which took over the mailing list of the *Presbyterian Advance* in 1934, does not pay for material and it is useless for writers to submit material to the *Presbyterian Advance*, Nashville, Tenn., because the *Advance* is no more. Persistent submission of manuscripts by writers who do not seem to know of its discontinuance prompts this notice.

*Timely Teacher Topics* is now located at 16-17 Hirschfeld Bldg., North Platte, Nebr. It uses short-stories on any logical subject up to 1000 words, articles up to 800 words, on historical and present subjects, preferably along teaching (elementary and high-school) lines, some poems, jokes, and fillers. Mrs. J. L. Osment, editor, offers payment on publication at 1/2 cent a word for prose, 5 cents a line for poems.

*New Pioneer*, 874 Broadway, New York, edited by Martha Campion, is interested in juvenile short-stories, serials, travel and science material, with an anti-war, anti-fascist, pro-labor slant. It is not in a position to offer payment.

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Jane Hardy was formerly on the editorial staff of Macmillan Company. She is highly recommended by Harold S. Latham, Ida Tarbell, Henry Goddard Leach, Hamlin Garland, and others.

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The Author & Journalist, 1837 Champa St., Denver, Colo.

*Sexology*, 99 Hudson St., New York, uses "articles on scientific aspects of sex problems, medical or social, from physicians or others familiar with the subject," writes D. H. Keller, M.D., editor. "No abstracts from books are used. Rates paid are  $\frac{1}{2}$  to 1 cent a word, on publication."

*Sunday Companion*, 256 Broadway, New York, has failed to report on manuscripts submitted in September, and pays no attention to inquiries, according to a contributor.

*Lady's book*, Emmaus, Pa., has been compelled to drop its publication plans.

#### Discontinued—Suspended

*Fan and Family*, Chicago.

*The Magazine*, Beverly Hills, Calif.

*Husbands*, New York.

### PRIZE CONTESTS

Little, Brown & Company announce the first novel contest ever conducted by an American publisher with book publication the aim. This Boston publishing house will pay the sum of \$2500 as an advance on account of royalties, for the book rights alone, for the most interesting unpublished work of fiction, between 15,000 and 35,000 words in length, submitted before January 1, 1937. The judges will be Bernard DeVoto, literary critic and author; James Hilton, who wrote "Good-bye, Mr. Chips" (one of the most popular novelettes in recent years); and Alfred R. McIntyre, president of Little, Brown & Company. It is hoped to print several manuscripts in book form beside the winner. The right also is reserved to handle motion picture and American rights of books accepted, on a 10 per cent share of the proceeds. Address: Novelette Prize Contest, Little, Brown & Company, 34 Beacon Street, Boston.

*Railroad Stories Magazine*, 280 Broadway, New York, announces a prize contest for opinions on the following subjects: "What's the matter with our railroads? Or is anything the matter with them? In any case, how can they get a larger share of the transportation business?" The first four prizes are \$50, \$25, \$15, and \$10. Smaller cash prizes and subscriptions to *Railroad Stories* will also be given. Contest judges are Roy V. Wright, managing editor of *Railway Age*; T. W. Van Metre, professor of transportation, Columbia University; and T. T. Tabor, chairman of the N. Y. Chapter of the Railway and Locomotive Historical Society.

The Chattanooga Writers' Club announces the annual nature poem contest established by Robert Sparks Walker in memory of his wife and called the Elberta Clark Walker Memorial Prize. The first prize is \$10; second, third, fourth, and fifth prizes are \$5 each. Poems must be original, unpublished, are unrestricted in style, and must not exceed 72 lines. They must be submitted anonymously, accompanied by sealed envelope containing writer's name and address and identified by title of poem written on outside of envelope. Only one poem per contestant. Contest closes November 1, 1936. Address Mrs. J. H. Guenther, chairman, 121 Ridgeside Rd., Chattanooga, Tenn.

*The American Magazine* offers \$25, \$15, and \$10 for best letters on the subject, "Does It Pay to Be Good?" No letters considered after June 15. Address Goodness, *The American Magazine*, 250 Park Ave., New York.

The Mark Twain Association has announced its tenth annual prize of \$50 for the best five quotations from Mark Twain's books answering the question, "What five things have you learned from reading Mark Twain?" Submit to Mrs. Ida Benfey Judd, 410 Central Park West, New York.

Judy Publishing Co., publishers of *Dog World Magazine*, offers an annual award for the ten best dog poems in English. Entries for the 1936 contest must be received on or before December 31, 1936. They must be mailed, and addressed to *Dog World*, Annual Dog Poetry Award, Judy Bldg., 3323 Michigan Blvd., Chicago. Any number may be submitted by one person; each must be original and unpublished. All must be typewritten and carry name and address of contestant on upper right-hand corner of first page. There are no limitations on length, form, or type. Manuscripts will not be returned; contestants should retain duplicates. The prizes are \$25, \$10, \$5, and seven of \$1 each, respectively.

## GREETING CARD DEPARTMENT

BY DORIS WILDER

Auburn Greeting Card Co., Auburn, Ind., should be in the market through the summer months for Christmas sentiments in prose or verse, suitable for use in boxed assortments. These should not use limiting words such as "I," "mine," "love," "snow," etc., but, while warm and sincere in tone, should be so general that they could be sent with appropriateness by any person or group of persons to any person or group. 50 cents a line. L. L. Close.

Gartner & Bender, Inc., 1104 So. Wabash Ave., Chicago, recently expressed an interest in verses definitely stating wishes for Dad rather than merely paying him tribute. Preparation of the big Mother's Day and Father's Day, and Graduation lines was in progress, but Mr. Robert Neal said he had a fair selection on file, so it would seem that only material of exceptional merit would interest him. Writers should have a definite understanding with the editor as to whether numbers returned to them have been rejected, or whether copies of them are being filed for "further consideration." 50 cents a line.

Clever ideas go well with McKenzie Engraving Co., 1010 Commonwealth Ave., Boston. Mother's Day and Graduation wishes would be a good bet for seasonal submissions, but Everydays are welcome at any time. 25 cents a line. C. B. Lovewell.

Recent interest was shown by Julius Pollak & Sons, Inc., 141-155 E. Fifth St., New York, in Everyday verses. 50 cents a line.

Quality Art Novelty Co., Eveready Bldg., Thompson Ave. and Manley St., Long Island City, N. Y., buys verses for all occasions. C. R. Swan advises: "Simple greetings wanted. Not much sentiment. No praise. Verses must be of a very general nature." 25 to 50 cents.

A current call from The Rose Co., 24th and Bainbridge Sts., Philadelphia, is for clever ideas for Birthday and Convalescence cards. 50 cents a line. H. M. Rose, Jr.

"While we have not begun development of our Everyday line, we would be interested in giving consideration to a few Birthday and Get Well verses which could be used for future requirements," writes O. Landgraf of the Greeting Card division of White & Wyckoff Mfg. Co., Holyoke, Mass. "What we're primarily interested in is four-line general greetings without limiting pronouns and with a good expression of personal feeling in them." 50 cents a line.

At last information, Gatto Engraving Co., 52 Duane St., New York, was in the market for birthday, convalescent and other Everyday material. 50 cents a line. Hannah Trauring.

"We seldom feature sentiments which contain a play on words," says Paramount Line, Inc., 109 Summer St., Providence, R. I. Everydays as well as Valentines and Easters for this firm. Standard rates.

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### TRADE JOURNAL DEPARTMENT

EDITED BY JOHN T. BARTLETT

*Barrel & Box & Packages*, 330 S. Wells St., Chicago, pays 25 cents a column inch, on publication, for articles and news items dealing with manufacture and use of wooden containers of all kinds.

*Toilet Requisites*, 101 W. 31st St., New York, will not be using very much material for some time to come, according to Lillian M. Traub, news editor.

*Commercial Car Journal*, Chestnut and 56th Sts., Philadelphia, reports that \$25 is the minimum rate paid for an illustrated feature article. George T. Heck is editor.

*Hotel Bulletin*, 953 Insurance Exchange, Chicago, has been sold to Vincent Edwards & Company, with editorial offices at 342 Madison Ave., New York.

*Gasoline Retailer*, 480 Lexington Ave., New York, pays only \$2 a column for news or feature material, with an allowance of from 50 cents for small snapshots to \$1 for larger photographs. The publication is a newspaper of the trade, of which John H. Burk is associate editor.

*Petroleum Marketer*, 1020 Hunt Bldg., Tulsa, Okla., Grady Triplett, editor, advises a correspondent that it is not interested in any merchandising system built around the awarding of a prize or premium. "We try," stated Mr. Triplett, "to avoid systems that involve giving away either merchandise or premiums of any intrinsic value."

*Syndicate Store Merchandiser*, formerly at Newark, N. J., has moved its editorial offices to 19 E. 47th St., New York. Very little material is purchased.

*The Sporting Goods Dealer*, Tenth St., St. Louis, has, according to C. T. Felker, editor, enlarged its editorial staff recently, and because of the added expense will necessarily be obliged to watch costs carefully. Just now, almost no outside material is being bought. The outstanding addition to the staff is H. G. Heitzberg, well-known as editor of various trade journals for many years.

H. S. Irving, president, The Irving Cloud Publishing Co., 435 Michigan Ave., Chicago, requests THE AUTHOR & JOURNALIST not to list the *Super Service Station*, *Jobber Topics*, or *Boating Business* in the Quarterly Handy Market List, as they are not in the market for the purchase of any contributed material. Writes Mr. Irving: "We do not solicit contributions, and would rather not have them, because the percentage of acceptable manuscripts is less than 1 per cent."

*Florists Exchange*, 448 W. 37th St., New York, writes: "We desire not to be listed. The material we receive is not sufficiently valuable to warrant the trouble of handling it."

Present requirements of *Hotel Management*, 222 E. 42nd St., New York, are for: 1. Short ideas on business building or cost cutting. 2. Dollar and cents stories on remodeling or redecorating showing results in added business. Before and after pictures needed. This applies to all sections of the hotel. 3. Samples of good advertising of any kind. 4. Good sales letters. 5. Unusual menus that have sales appeal. 6. Good window displays. 7. Engineering ideas. 8. Pictures and plans of new kitchens, and 9. Unusual hotel folders.

Charles Longenecker, editor Steel Publications, Inc., 108 Smithfield St., Pittsburgh, reports, "We are discontinuing the publication of both our magazines pertaining to welding."

*All Wave Radio*, 16 E. 43rd St., New York, is a monthly edited by M. L. Muhleman. It uses technical articles dealing with radio and occasional human-interest articles, in lengths from 1000 to 1500 words. Payment is on publication at 1 cent a word.

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*Restaurant Management*, 222 E. 42nd St., New York, lists its requirements as follows: 1. Short ideas on business building or cost cutting. 2. Dollar and cents stories on remodeling showing results in added business. 3. Before and after photos on store fronts. 4. Samples of good advertising. 5. Unusual menus with sales appeal. 6. Good window displays. 7. Pictures and plans of new kitchens. 8. Business building value of new equipment. 9. Soda fountain stories from restaurants. 10. Department store feeding articles.

*The Tobacco World*, 236 Chestnut St., Philadelphia, has been changed from semi-monthly to monthly, with publication date the 25th of the month preceding date of issue. After a long leave of absence, Hobart B. Hankins has resumed his duties as publisher and editor.

*Shipping Management* is a new publication recently launched by Breskin & Carlton Publishing Corp., 425 Fourth Ave., New York. The publication will go to shippers of leading manufacturing, wholesaling, and retailing firms.

*Furs*, 150 Lafayette St., New York, covers the entire industry beginning with the retailer and ending with the raw fur dealer, with emphasis, however, on the retailer and the manufacturer of furs, but secures its coverage through the publisher's own trade news service, known as the Atlas News Service, which services all 16 Atlas Publications.

*Building and Modernization* is the new name for *Building Modernization*, 9 E. 40th St., New York. The change was made to cover more thoroughly the scope of the publication, which will now include material on new construction as well as modernization, with concentration on single residences, apartment houses, and store buildings.

*Home Aquarium* has been purchased by Lightner Publishing Corp., 810 S. Michigan Ave., Chicago, which will merge it with *All Pets Magazine*.

*Service*, published by the Bryan Davis Publishing Co., Inc., 19 E. 47th St., New York, has appointed Robert G. Herzog editor. Mr. Herzog has been associate editor of *Radio World* and has been a frequent contributor to other radio publications.

*New Equipment Digest*, 11 E. Huron St., Chicago, is announced as a news tabloid monthly featuring new industrial equipment and materials. It will have a controlled circulation of 30,000 copies, addressed to individual names. D. M. Andrews is editor.

*Baker's Helper*, 330 S. Wells St., Chicago, has a special pie man who contributes regularly articles on both pie production and merchandising, so that the magazine is supplied with all the material it can use in that line. M. A. Morris, associate editor, furnishes this information.

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